

# IRELAND SALARY GUIDE AND RECRUITMENT TRENDS 2021



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# INTRODUCTION



*Brian McFadden*  
Client Services Director  
RECRUITERS

**With a 7.5% unemployment rate as of October 2020, Ireland has seen a sharp increase from 5.3% in the same period in 2019, driven by the disruption caused by COVID19. The layoffs were largely offset by the government's good foresight and intervention with their support schemes.**

The layoffs have largely been confined to certain sectors of the economy as opposed to evenly spread as in other major recessions. Retail, services, travel & tourism, and aviation felt the brunt whereas the technology, pharmaceutical, health and finance sectors remained robust in the face of the dramatic changes to the business landscape inflicted on us with COVID-19 and the subsequent lockdowns.

After an adjustment period during March, April, May and June, these business sectors recovered by adjusting to the new paradigm we now work in with the acronym "WFH" becoming common place. Working from home and remote working drove

demand in certain segments of the economy and, indeed, acted as a stimulus for certain firms driving demand and hence, hiring.

Ireland continues to enjoy a reputation as one of the most attractive places for foreign direct investment with our proximity to America, the ease of doing business here, employment law, and the many other EMEA centres of iconic companies already based here.

We are also home to a dynamic, high-achieving talent base that has also resulted in a thriving, Irish-owned business sector, both of which contribute to our standing on the international stage. Ireland's multi-national sector continues to employ just 15% of our workforce. Our government has invested cleverly in the concept of future jobs and R&D, thus giving us a good direction into the global economy of the 21st century.

As we head into 2021, Brexit offers much of the Irish economy a significant opportunity. As many global international firms wishing access to the larger European Markets turn to alternative markets other than England to base their operations in, Ireland remains the last native English speaking country in the EU to land in. We believe Brexit will impact the local economy of SMEs who are heavily invested in the UK market, agribusiness and also the tourism sector. However, Ireland's large Pharmaceutical, Technology sectors will benefit along with their vendor ecosystems bringing more high value jobs to the Irish Economy.

We are already seeing many firms approach RECRUITERS to begin the process of setting up an operation in Ireland creating new opportunities. This, combined with the shift toward remote working might shift the balance from Ireland's major cities being the large benefactor of FDI with roles being filled by candidates

living in rural areas and benefiting their local economy. As most innovative businesses wish to base themselves near locations with highly educated talent, this has channelling talent to live near these locations and driving innovative businesses to continue to look at these centres. The 'Work from home' movement may see more decentralisation. Most firms we speak to however wish to have highly skilled candidates present in the office at least part time in the future.

In 2020, RECRUITERS experienced a dramatic decrease in business from March to July in our Permanent Recruitment Services. Our Contracting and Temporary workers book remained unchanged and in fact grew. Requests for Managed Services increased as companies sought to manage costs while retaining a Talent acquisition Service to ensure continued services for certain key hires and to offset natural attrition. However from July onward, trading and activity grew steeply and given the market data and results we have seen, we expect 2021 to be a strong year driven by certain key sectors and demand resulting from Brexit, and indeed we are hiring and expanding our own company to meet demand.

Our 2020 salary guide and recruitment trends are based on the analysis of salary data currently in circulation combined with our own salary data, industry knowledge and recruitment expertise. However, our salary guides are averages for each role and so may fluctuate slightly, depending on the size of the company which should be taken into account.

We have also included commentary and analysis on the predicted salary inflations for the year ahead as well as industry-specific outlooks and hiring trends to give a more accurate picture of what we can expect and how to compete in the race for attracting good talent in the year ahead. We hope our insights provide value to you, whether you're hoping to find out how much you could earn or how much you should pay in 2021.

33%

Of employers predict salaries at their businesses will increase in 2021. Down from 94% in 2020.

RECRUITERS 2021 Business Outlook Survey

83%

Of employers plan to hire new staff in 2021.

48%

Of employers say that COVID-19 will not impact company growth in 2021.

RECRUITERS 2021 Business Outlook Survey

64%

Of employers say that they are optimistic about the Irish economy in 2021.

# ECONOMIC OUTLOOK

## Sector-specific strengths to support positive Irish GDP growth in 2020 and 2021 in spite of the pandemic.

Irish GDP rebounded strongly in the third quarter. An 11.1% increase from a smaller than previously estimated cumulative 6.6% drop over the two previous quarters represents an exceptional outcome. In terms of the overall level of economic activity, these numbers suggest that Ireland has recovered from the pandemic within a quarter whereas it is generally expected that most economies will not return to pre-Covid-19 levels for at least a couple of years.

These numbers underline the exceptional nature of the Irish economy and reflect in particular the structure and strength of a highly skilled multinational sector and a range of similarly calibrated domestic companies that have weathered the economic impacts of the pandemic better than most. In reality, several key areas of the Irish economy, most obviously pharma and ICT, have seen demand for their output underpinned rather than undermined by Covid-19.

While a softer trend in many domestic focussed activities may lead to a weaker finish to 2020, for 2020 as a whole, Irish GDP looks set to solidly positive, an outcome at significant odds with the prospect of material declines in output in virtually all other advanced economies this year.

For 2021, Significant dislocation may be caused by Brexit even if there is a limited trade deal between the EU and UK. This will be a significant headwind to the growth prospects of many firms (and households).

Against that, the possibility of strengthening pharma boom has increased markedly and sustained growth also appear likely for Technology and many other professional service firms oriented towards a global market. Recovery from the pandemic and a re-orientation of activities towards areas likely to remain more resilient to turbulent economic times will further underpin demand for such outputs.

These developments suggest that capacity issues in terms of staff and infrastructure could be the major constraint on the pace of growth for many firms depending on where they sit in what could prove to be a distinctly two-speed Irish economy in 2021.

Indeed, while Brexit and scarring from the pandemic may understandably dominate economic commentary in relation to the prospect for 2021, in specific sectors it seems more plausible to suggest that risks are skewed to the upside.

*Austin Hughes*  
Chief Economist, KBC Bank Ireland



*Austin Hughes has worked as an economist for KBC since 1990, following stints in the Department of Finance, Central Bank and Bord Fáilte. He has an MA in economics from UCD.*

*His focus is on issues affecting the Irish and European economies. He produces a number of closely followed Consumer Sentiment Surveys. He is also a regular contributor to media on economic and financial topics.*



# RECRUITMENT TRENDS AND BUSINESS OUTLOOK 2021

In order to evaluate trends over the past 12 months and intentions for the year ahead, RECRUITERS sought the views and insights of more than 4,000 senior business leaders and hiring managers nationwide. The data is based on a nationwide survey we conducted in November and December 2020 from organisations of different sizes and industries in Ireland.

### Employers are optimistic about the wider economy

Despite 52% of employers saying that COVID-19 will impact business growth in 2021, 64% are optimistic about the Irish economy in 2021.

### Companies have the skills they need to achieve their 2021 company objectives

Employers expect finding the right talent with the right skills will be the main hiring challenge in 2021. Only 40% of employers currently have the talent they need to achieve their 2021 company objectives, with 83% expecting to hire more talent in 2021.

### Recruitment plans continue for the year ahead

Overall, most employers (83%) expect to hire new staff in 2021. Of those planning to hire, 53% of employers plan on hiring permanent staff, 4% plan on hiring all contracting and temporary workers and 44% plan on hiring a mixture of permanent and contracting workers in 2021.

Furthermore, when asked why they plan on hiring staff in 2021, the majority (57%) said they needed new staff to implement new strategies and demands. 27% are hiring new staff to meet peaks in the demand in 2021, 12% expect to hire new staff to overcome staff attrition and just 5% need to hire new staff in order to rebuild their teams from 2020.

### Despite business activity and economic optimism, salaries largely expected to remain the same in 2021

Last year, nearly all employers (94%) expected salaries to increase. Salary growth in 2021 doesn't look as positive with the majority of employers (64%) expecting salaries to remain the same in 2021 and 3% expecting salary decreases.

## Will COVID-19 impact growth at your company in 2021?



## In 2021, do you predict salaries at your company will?



**3%** Average salary decrease in 2020. Salary data was compiled using data from placements made by RECRUITERS over the past 12 months.

# RECRUITMENT TRENDS AND BUSINESS OUTLOOK 2021

### Despite a global pandemic, the majority of employers focused on increasing and retaining staff in 2020

In 2020, the majority of employers (51%) focused on retaining existing staff. 34% of employers focused on hiring new staff with the majority (34%) operating in the software and IT services sector and 20% within the finance sector. Only 15% of employers focused on reducing staff in 2020.

### Salary cuts were not on the agenda for 2020 despite operational uncertainty during the year

The vast majority of employers (79%) said that their company did not implement salary cuts in 2020. For the 21% that did implement salary cuts, the majority (41%) experienced companywide salary cuts of up to 10% of salaries. Only 9% of employers experienced companywide salary cuts of 30% or more.

### Company culture and flexible work environments remain key to staff retention in 2021

Salary aside, employers consider that company culture is the most important factor to help them retain staff (33%), a small increase from 2020 (31%). Interestingly, a smaller proportion of employers (20%) consider flexible working conditions key to retaining staff in 2021, down from 30% in 2020.

Perks and benefits doubled in importance from 7% in 2020 to 14% in 2021 but still remains below career opportunities. Training and development has become more key to retaining staff in 2021 compared to 2020 according to employers.

### Attracting the right talent with the right skills remains the biggest challenge for employers in 2021

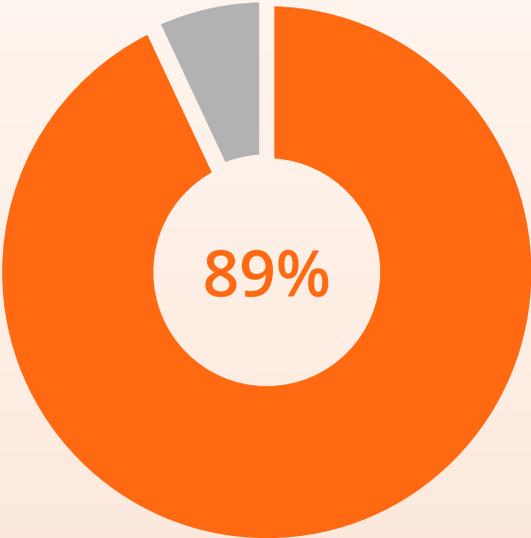
Overall, most employers feel that attracting the right talent with the right skills will be the biggest challenge when hiring in 2021. The second biggest challenge for employers relates to a shortage of suitable applicants applying to their roles and competition from other employers a close third.

Despite the many operational challenges of working remotely in 2020, hiring and onboarding new staff virtually is the fifth biggest challenge for employers after the challenge of hiring budget constraints.

### Productivity increased in 2020 with further plans to implement a hybrid working environment in 2021

Since March 2020, nearly all employers (91%) said that productivity had increased or remained the same. Only 9% witnessed a decrease in productivity in 2020 as a result of working from home. Despite 48% of employers witnessing an increase in productivity from home, 85% do not have plans to reduce their office space in 2021. Instead, employers are opting for a hybrid approach with 89% of employers planning on splitting work weeks between the home and office. Only 11% want their staff to work full weeks in the office in 2021.

### The new working norm:



Of employers plan on splitting the company's working week between home and the office in 2021.



# RECRUITMENT TRENDS AT A GLANCE

Here we summarise the key findings from our research of over 4,000 business leaders in Ireland. This overview offers insights into employer sentiment towards hiring, business outlook, salary expectations, talent attraction and retention.

Recruitment remains on the agenda for 2021

# 83%

Of employers expect to hire new staff in 2021

40% of employers don't think they currently have the talent needed to achieve 2021 objectives

51% of employers focused on retaining staff in 2020

# 34%

Focused on hiring

# 15%

Focused on reducing

# 64%

Of employers believe salaries will remain the same at their company in 2021.

# 53%

Plan to recruit permanent staff in 2021

# 47%

Plan to recruit temporary staff in 2021

# 79%

Of employers did not implement salary cuts in 2021

# 64%

Of employers are optimistic about the Irish economy in 2021

52% of employers think that COVID-19 will impact company growth in 2021

# 57%

Of employers are hiring new staff to implement new strategies and demands in 2021

# 27%

Of employers are hiring new staff to meet peaks in demand

# 12%

Of employers are hiring new staff to overcome staff attrition

# 5%

Of employers are hiring new staff to rebuild their teams from 2020.

Hiring challenges ahead next year

# 100%

Of employers expect hiring challenges in 2021

What will be the biggest hiring challenges next year?

- 60% Attracting the right talent with the right skills
- 33% Shortage of suitable applicants
- 31% Competition from other employers
- 28% Hiring budget constraints
- 24% Hiring and onboarding virtually
- 21% Not meeting salary expectations
- 14% Managing the volume of applications

Company culture is considered the best staff retention tool.

# 2nd

Flexible working conditions

# 3rd

Good career opportunities for staff

# THE GENDER PAY GAP IN 2020

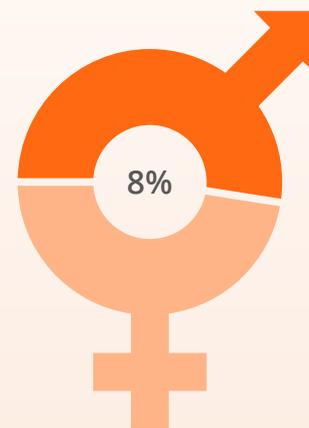
As we examined our own data for 2020, the gender balance in our placements, 54% of our placements being female candidates across the areas we recruit in: IT, Project Management, Sales, Marketing, Account and Finance, HR, Talent Acquisition, Business Operations and Support.

As we delved into our placement data further, larger gaps became clear. For example, we placed more male candidates into permanent jobs in 2020 (52%), while in contracting placements, the majority of placements (65%) were female candidates.

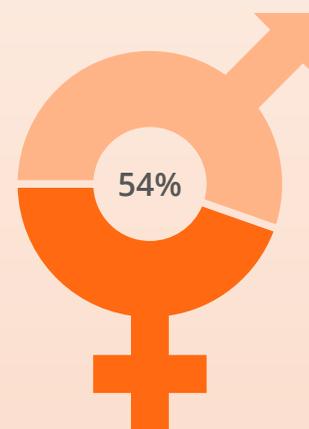
In comparison to 2019, the gender gap in terms of permanent placements made has closed. In 2019, 58% of all permanent job placements were male candidates, compared to 52% in 2020. Also in 2020, 65% of contracting job placements were female candidates, compared to 52% in 2019.

When it came to the gender pay gap, we found an 8% difference in average salaries, higher for men. However, this was down from a 10% average wage gap between male and female placements in 2019. It is important to note that this did not translate to differences in gender pay in like-for-like roles.

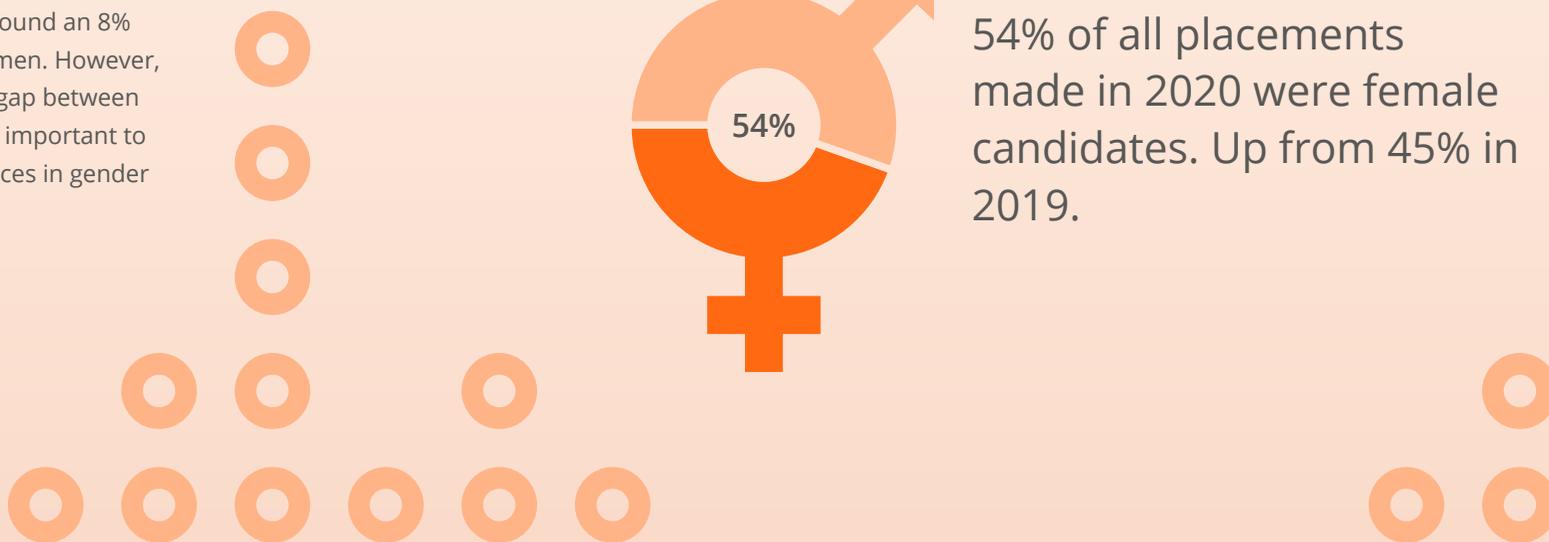
Looking at gender differences from placements made by RECRUITERS in 2020:



8% difference in average salaries overall in 2020, higher for male candidates. Down from 10% in 2019.



54% of all placements made in 2020 were female candidates. Up from 45% in 2019.



# THE GENDER PAY GAP IN 2020

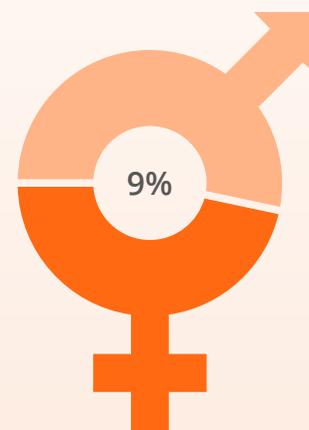
In 2020, the Gender Pay Gap Information Bill was expected to come into effect, meaning that employers will be required to publish information relating to the gender pay gap among their employees and explain the measures being taken to reduce it. However, the bill lapsed with the dissolution of the Dáil in January 2020.

In the UK, a similar law is already in action, with organisations with more than 250 employees publishing figures about their gender pay gap. Though no official date has been re-confirmed for Ireland's reporting deadline, the Bill is still moving through the Oireachtas and a 2021 date looks likely.

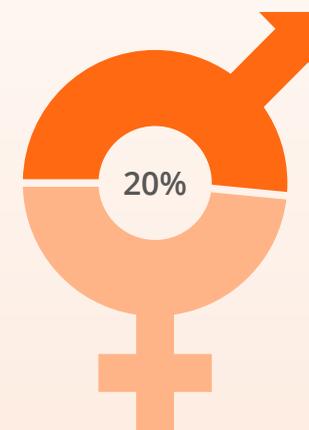
Speaking to the Irish Times in November 2020, Professor Helen Russell of the ESRI said the latest data on the mean weekly wage gap was €847 per week for men as against €635 for women. This equates to a gender pay gap of 25 per cent

Once the legislation is enacted, companies with 250 or more employees will need to publish and explain data in relation to their gender pay gaps and this will stretch to smaller companies in subsequent years. Therefore, it's important for companies to start putting measures in place now, not only to gather the data, but to be honest about the gender gaps and start putting measures in place to close them for 2021.

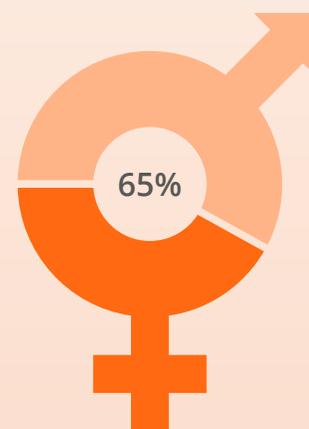
On average, females in contracting roles were paid more than males in contracting roles. However, Men were paid more in permanent roles.



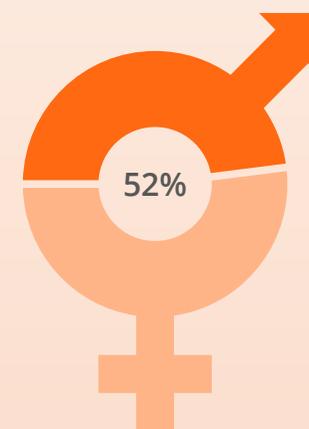
9% pay gap in contracting roles.



20% pay gap in permanent roles.



65% of our contracting placements were women.



52% of our permanent placements were men.

# ACCOUNTING AND FINANCE

5%

Base-salary  
Inflation

**Over the course of 2020, financial services organisations have been quite resilient during the COVID-19 pandemic with little evidence to suggest that candidates/employees have suffered any pay cuts during the year.**

While recruitment certainly stalled during Q2 of this year we found that once companies got accustomed to working from home, embraced video technology, tightened up their onboarding and recruitment processes, confidence came back into the hiring market.

2020 was no exception to the battle for talent in the newly qualified accountant market. Salaries have risen during 2020 and some of the big accountancy practices are putting in added incentives to keep their newly qualified accountants.

While the tech giants specifically, and pharma in general, seem to take the approach of offering higher salaries, this is not the case in other traditional industries. Rigid salary bands are pricing some companies out of the ability to attract the top talent however.

Looking forward into 2021 with the evidence we have for Q3 2020, the market looks like it will recover well and those companies that have hiring plans already in place are very well positioned to capture the most sought after skills.

FAE exam results come out in February (repeat) and September 2021 and with last year's group coming towards the end of their training contracts in April/May 2021, you will see a lot of movement in this market in Q1 and Q2 of 2021. **We see base salary inflation of 5% in 2021.** The market remains strong although the time it takes to hire has increased due to a new hiring environment brought on by Covid-19, new processes and new demands.

	Dublin			Rest of Ireland		
	Years in position			Years in position		
	1-3	3-5	5+*	1-3	3-5	5+*
Part-Qualified Accountant	35	45	50	30	35	40
Accounts Payable/Receivable	33	37	40	28	33	35
Accounts Payable/Receivable Leader	50	60	70	45	55	60
Credit Control	28	35	45	25	30	35
Credit Control Manager	46	55	65	40	44	55
Payroll	33	42	50	29	33	39
Payroll Manager	50	60	70	42	50	60
Treasury	60	67	76	51	60	65
Treasury Manager	68	78	86	60	67	76
FP&A	65	80	90	55	62	70
FP&A Manager	90	100	125	75	85	90
Financial Accountant	65	70	85	52	56	65
Cost Accountant	55	70	80	49	56	65
Systems Accountant	60	65	80	54	59	65
Revenue Accountant	65	70	80	50	55	65
Management Accountant	60	70	80	50	55	65
Financial Analyst	55	65	80	44	51	63
VAT Accountant	65	75	85	52	60	70
VAT Manager	75	85	90	48	60	70
Internal Audit	60	70	80	54	63	70
Internal Audit Manager	75	90	100	60	65	75
Compliance	55	70	90	42	48	55
Compliance Manager	67	83	100	59	69	80
Financial Manager	75	85	95	68	77	82
Financial Director	100	120	130	90	110	120
CFO	140	170	200	120	140	160

All figures in thousand of €. \*5+ figures imply a minimum salary in this bracket



**No matter what happens with Brexit, I can see qualified accountants with between one and three years' experience in great demand and short supply. The engine room of any finance team tend to see a lot of staff turnover and competition when we have a market that is hot. I don't see that changing in 2021 and employers need to be aware of this.**

Garrett O'Gorman, Principal Consultant, Accounting and Finance Recruitment

# PMO AND PROJECT MANAGEMENT

3.5%

Base-salary  
Inflation

Project management and project management office (PMO) can be broadly divided into technical and functional. Technical project management focuses on either deploying software applications or building them in software engineering environments. This domain is populated with roles such as product owners, scrum masters, technical product managers, who are often replacing the more traditional roles of software development project managers and programme managers.

50% of PMO professionals predict salary increases in 2021.

RECRUITERS 2021 Business Outlook Survey

Functional project management focuses on delivering projects outside of core software engineering and applications in the areas of process transformation, e.g. retail banking, insurance claims, construction projects. While many have some technology component associated with them, the business or functional understanding remains the most important component.

Due to the project-related nature of their work and working toward defined timelines, many accomplished project managers turn to the contract marketplace and hence, for a duration, remove themselves from consideration in the permanent recruitment marketplace.

	Dublin			Rest of Ireland		
	Years in position			Years in position		
	1-3	3-5	5+*	1-3	3-5	5+*
PMO Co-ordinator	54	65	79	50	63	76
Data Analyst / Reporting	37	51	65	33	45	59
Business Analyst	51	65	70	48	58	64
Project Manager	67	78	90	64	74	86
Programme Manager	97	113	126	91	101	108
Programme Director	109	132	155	100	125	144
Product Owner	57	64	75	51	57	62
SCRUM Manager	80	91	100	75	86	90
AGILE Coach	70	80	91	64	75	80
Agile Project Manager	73	82	93	63	68	78
Product Manager — Technical	70	77	87	62	71	79
Product Manager — Commerical	49	59	75	42	51	64
PMO Manager	96	105	123	96	105	123
Director — PMO	96	121	143	79	88	112
Applications Consultants	37	49	62	34	47	59

All figures in thousand of €. \*5+ figures imply a minimum salary in this bracket

COVID-19 disrupted or held up many projects across a wide variety of industries in 2020, particularly those most affected with associated lockdowns. In the event of a disorderly Brexit, we foresee a demand for functional project management professionals to oversee the transition of business from the UK to Ireland or changing business processes to accommodate. This combined with the constant demand for technical project experts to drive the ever-growing software industry, means there will be an increasing demand in 2021.

Project management remains an attractive area to work in for many professionals and with this in mind, **we see base salary inflation of 3.5% towards H2 2021**. There is a supply of candidates transitioning with cross training from functional to technical, which meets some of this demand as well as the plentiful supply of contingent workers.

# HIGH TECH

## 7.5%

Base-salary  
Inflation

The IT sector in Ireland continued to thrive during 2020 once the market recovered from the initial shock of COVID-19. There was a significant pause and adjustment period between March and June with demand coming back on stream from July 2020 onwards.

Covid-19 drove more demand for select companies with products that help address the needs of the new business paradigm we all adjusted to. Demand for skilled workers such as network engineers and data centre technicians remained strong with more jobs remaining unfilled as “importing” skilled labour from abroad proved difficult as a result of global restrictions on movement and travel.

While salaries are not the most important factor that will entice IT workers, the nature of the skills needed combined with the worsening talent shortage means tech workers across a wide range of disciplines will continue to be able to demand higher salaries in 2021.

Looking specifically at Ireland, it is fast becoming the global technology hub of choice and, according to IDA Ireland, the ICT industry generates €35bn in exports every year. Additionally, the IMD World Digital Competitiveness ranking, which measures the capacity of 63 economies to adopt and explore digital technologies, moved Ireland down one place in 2020 to 20th place.

The average starting salary for IT graduates is around €32,000. These statistics are all signs of Ireland’s continued growth when it comes to its digital economy and its IT sector as a whole. In 2021, **we expect an inflation rate of around 7.5% on base salaries.** A growing IT economy means the need for a larger IT workforce and the ability to offer bigger salaries to attract talent. We foresee more roles being placed with an influx of EU labour and indeed candidates from the UK moving to an EU country from Q3 onward as COVID19 restrictions loosen.

	Dublin			Rest of Ireland		
	Years in position			Years in position		
	1-3	3-5	5+*	1-3	3-5	5+*
Windows Systems Administrator	44	56	68	43	52	63
UNIX / Linux Systems Administrator	46	60	80	43	55	68
Helpdesk Level 1	27	29	31	26	28	30
Helpdesk Level 2	27	29	35	26	28	30
Network Engineer	42	56	68	39	52	63
Service Delivery manager	65	77	90	63	75	86
SOC Specialist	29	36	52	27	31	44
Security Architect	81	95	108	76	89	103
Cloud / Infrastructure Engineer	65	80	95	59	77	86
Cloud / Infrastructure Architect	92	108	124	90	104	119
IT Manager	83	95	108	81	92	103
IT Audit	63	71	80	56	66	76
Head of IT Audit	106	113	124	103	113	124
Chief Security officer	100	119	138	95	112	130
Field Service Engineer	38	45	52	33	41	49
Director of IT	108	135	162	105	123	140
Data Centre Technician	41	50	56	35	40	46
Data Centre Manager	89	106	90	81	95	110
Application Support Specialist	43	60	75	38	52	65
Application Support Manager	65	80	85	56	68	81

All figures in thousand of €. \*5+ figures imply a minimum salary in this bracket



**The IT sector is set to continue to grow, organisations are fighting harder than ever to retain their staff. However, where companies were using higher salaries to attract and retain talent two years ago, they are now using flexible working and additional benefits. This is where the SME market is really capitalising and competing against the multinationals who have been scooping up top tech talent for a number of years. However, as organisations continue fighting to retain their staff more aggressively, the market will only continue to get tighter.**

Jennifer Murphy, Senior Consultant, High Tech Recruitment

# SOFTWARE ENGINEERING

## 10%

Base-salary  
Inflation

**For many businesses in 2020, technology played a key role during the COVID-19 pandemic, allowing them to continue working and serving customers. This has placed a greater emphasis on the need for skilled IT workers to drive critical products, operations and strategic initiatives.**

Higher unemployment, upskilling of professionals and remote working possibilities have expanded the IT market for businesses. However, sourcing IT professionals with the desired technical and soft skills remains a challenge in 2021. Even with a larger talent pool, companies still face competition from other businesses seeking the same top talent for critical IT roles.

Due to the ever-increasing demand, we see a trend of many accomplished software engineers turn to the contracting market and hence remove themselves for a duration from the permanent recruitment market place. In fact, in America, there is a software development and programming jobs shortfall of 472,000 and in Ireland, the information and communications technology (ICT) sector is predicted to need more than 70,000 new workers in the next five years. While ICT includes more than just software engineering, they make up a significant part of that gap.<sup>9</sup>

Software engineering has high barriers to entry with most companies wanting to see a third-level qualification in computer science or engineering. It has seen the most aggressive salary inflation out of all areas we recruit in, mainly due to demand and therefore, **we anticipate this will come out at approximately 10% inflation on base salaries.** This is particularly due to the huge skills shortage that only continues to grow as more companies catch up with digital transformation, AI and machine learning.

	Dublin			Rest of Ireland		
	Years in position			Years in position		
	1-3	3-5	5+*	1-3	3-5	5+*
Java Developer	48	74	93	45	68	82
.NET Developer	50	71	86	47	65	77
Python Developer	49	73	95	44	57	73
Front End Developer	54	69	84	50	62	76
Mobile Developers	47	65	85	43	62	82
C++ Developers	59	74	87	56	72	84
Hardware Engineering (C/Firmware)	56	67	78	56	67	78
UI / UX Engineers	50	68	78	59	68	82
Graphic Designers	35	47	62	29	39	50
Application Developers	55	67	87	54	66	83
Database Developers	54	64	80	50	60	72
BI / Analytics Developers	59	76	90	58	69	83
BI / Analytics Manager	67	85	100	67	82	95
Data Scientists	63	85	102	55	77	96
Database Administrators	50	63	82	45	58	74
Devops / SRE (Site Reliability Engineer)	58	80	90	54	66	76
Technical Writer	43	53	62	39	48	56
Software Testing / QA	53	62	76	47	59	73
Automation Tester	47	65	78	44	54	66
Localisation / Internationalisation Engineer	34	38	41	27	30	35
Technical Architect	96	111	125	90	103	118
Solutions Architect	84	99	112	78	90	101
Enterprise Architect	103	122	143	99	115	127
Head of Architecture	109	128	148	99	115	127
Software Development Manager	94	109	132	95	110	118
Software Development Director	115	140	167	110	132	153
CTO	129	166	198	123	158	190

*All figures in thousand of €. \*5+ figures imply a minimum salary in this bracket*

# SALES

## 3-5%

Base-salary  
Inflation

It's been a difficult year for sales people with many sales departments being furloughed or paused as companies and markets adjusted to COVID-19. Sales is the lifeblood of many organisations and has grown greatly in sophistication over the last decade. Now, marketing and customer success are tied into the sales process to create a more scientific approach to growing and retaining business.

The continued growth of inside sales centres with a ladder from lead generation executives to enterprise account directors, still has an enormous demand in Ireland and we expect this to be a very busy sector in 2021. According to HubSpot, inside sales made up 43.5% of professional salespeople in 2017 and was expected to grow by more than 4.5% in 2019 and eventually move towards a 50/50 balance of inside and outside sellers.<sup>10</sup>

It's worth noting from our 2021 business outlook survey that 80% of sales professionals expect their salaries to remain the same. The remaining 20% expect an increase with no one expecting a decrease in salary in 2021.

However, based on our industry knowledge, **we predict base salaries in sales to increase by approximately 3-5% driven in H2 of 2021.** Demand for experienced and successful tech sales professionals within the inside sales space will continue throughout 2021.



*In the tech sales space, I'd expect a huge chunk of people to see a salary increase.*

Patricia Lynch, Manager, Sales and Marketing Recruitment

Inside Sales	Dublin			Rest of Ireland		
	Years in position			Years in position		
	1-3	3-5	5+*	1-3	3-5	5+*
BDR (Business Development Representative)	36	49	54	35	41	54
BDR Team Manager	64	72	86	54	62	77
BDR Director	102	128	155	87	105	135
Account Executive	46	59	75	37	46	54
Account Manager	44	54	64	36	46	59
Account Director	96	112	128	96	112	128
Customer Success Manager	43	54	64	37	47	60
Customer Success Team Manager	62	68	81	52	62	71
Inside Sales Team Leader	49	56	64	42	50	60
Inside Sales Manager	64	72	86	43	51	59
Director Inside Sales	105	123	141	97	111	133
Channel / Partner Sales Manager	48	59	70	43	54	64
Channel / Partner Sales Team Manager	64	72	86	54	62	77
Telesales	26	31	36	22	26	29
Telesales Manager	48	58	64	41	45	57
Pre-sales / Sales Engineer	59	72	88	48	54	67
Pre-sales / Sales Engineering Manager	92	101	120	82	89	102
Sales Operations Manager	51	62	76	41	48	68
Bid Executive	32	41	48	30	34	37
Bid Manager	54	70	86	48	64	80

Direct Sales	1-3	3-5	5+*	1-3	3-5	5+*
	Field / Territory Sales	35	41	45	30	35
Field / Territory Sales Manager	67	76	86	55	63	70
Key Account Manager	54	63	73	45	52	58
National Account Manager	73	80	89	53	60	72
Business Development Manager	43	51	59	30	38	45
Business Development Team Manager	70	83	96	50	58	65
Contracts / Commercial Manager	77	91	110	63	77	90
Sales Manager	70	81	94	55	65	75
Sales Director	96	128	161	83	96	110
Chief Revenue officer (CRO)	150	203	257	140	190	240

All figures in thousand of €s. \*5+ figures imply a minimum salary in this bracket

# MARKETING AND PRODUCT

0-5%

Base-salary  
Inflation

Marketing has seen a huge transformation toward digital over the last decade and the pace is intensifying as consumers unable or reluctant to visit stores during the pandemic are embracing online purchases. That means it is more important than ever for companies to deliver quality digital experiences and marketing campaigns that drive revenue.

However, the pressures of a challenging economy have forced many companies to slow or stop hiring for their creative and marketing teams in 2020. It's important to note a high percentage of great marketers made redundant in 2020 are now (getting) back into employment in more resilient industries.

Salaries are continuing to increase for good content, digital and product professionals. Certain new roles such as marketing technologists and marketing engineers are becoming more common place as is the world of product management morphing more toward a marketing bias for certain categories of roles, such as product marketing.

Demand for inbound digital marketing experts picked up in Q4 2020 again with companies beginning to drive new campaigns as the market loosens, especially in the B2B space. **We see supply keeping up with demand and anticipate base salary inflation to be stagnant or up to 5% depending on seniority.**

It's important to note however, that from our 2021 business outlook survey, 71% of marketing employers expect salaries to increase in 2021. A challenge for employers will be balancing budget constraints for marketing and the salary expectations of good marketing talent that won't stay on the market for very long in 2021.

	Dublin			Rest of Ireland		
	Years in position			Years in position		
	1-3	3-5	5+*	1-3	3-5	5+*
Marketing Executive	32	45	51	27	36	43
Marketing Manager	56	68	79	50	60	65
Marketing Director	93	110	130	82	99	117
CMO	129	166	196	105	149	172
Digital Marketing Specialist (PPC/SEM/Acquisitions)	36	44	55	36	38	45
Digital Marketing Manger (PPC/SEM/Acquisitions)	50	68	78	47	61	70
CRM Executive	35	49	54	30	44	49
CRM Manager	48	61	75	43	53	62
Assistant Brand Manager	42	49	55	36	44	50
Brand Manager	51	61	75	46	53	61
Group Brand Manager	58	72	80	55	69	76
Channel Marketing Manager	42	53	63	37	47	58
Marketing Operations / Automation Manager	50	70	81	41	58	75
Demand Generation Manager	65	79	89	62	71	90
Insights Manager	47	61	74	47	58	68
Product Manager	48	65	89	41	56	80
Category Manager	43	56	66	42	51	59
Content Manager	50	65	73	35	44	55
Social Media Executive	30	38	43	27	32	36
Social Media Manager	47	58	68	42	53	63
PR / Communications Executive	36	41	46	30	37	43
PR / Communications Manager	51	59	81	48	55	63
Events Executive	29	34	37	25	29	32
Events Manager	38	55	65	38	43	45
Insights Manager	47	61	74	47	58	68

All figures in thousand of €. \*5+ figures imply a minimum salary in this bracket

# HR AND TALENT ACQUISITION

0-2%

Base-salary  
Inflation

**The functions of HR and Talent Acquisition was hit in 2020 with the contraction of the market as a result of COVID-19. HR has had a busy year safeguarding company culture, remotely. In many instances, HR were responsible for implementing safer workplaces and technology to ensure business operations ran smoothly.**

Some HR and Talent Acquisition professionals took on new duties outside of their responsibilities in 2020 as various company departments become leaner due to staff furloughs and layoffs. In short, HR and Talent Acquisition professionals were on the front lines of business continuity efforts in 2020 and will continue to do so in 2021.

The importance of attracting good talent into businesses remains a massive priority for all leaders, but demand for new staff took a sharp decrease in Q2 2020 which results in layoffs, particularly in Talent Acquisition within those industries worst affected by the COVID-19 pandemic.

Looking to 2021, talent acquisition and HR will remain a strategic priority as companies start looking to rebuild and grow in certain sectors, such as the technology sector. In our 2021 business outlook survey, the majority of HR and TA professionals (74%) expect their salaries to remain the same or decrease in 2021 with just 26% expecting an increase.

The barriers to entry remain lower in HR compared to technology or finance, but it remains an attractive area for people to work in due to its people focus, especially given the new specialist skills it will require in the areas of employee experience, remote hiring and employer branding. Hence supply keeps up with demand, and we would see demand steady with 2019 and **anticipate base salary inflation to remain stagnant or 2% towards H2 2021,**

	Dublin			Rest of Ireland		
	Years in position			Years in position		
	1-3	3-5	5+*	1-3	3-5	5+*
HR Administrator	30	35	38	27	32	36
HR Business Partner	54	72	84	51	69	80
HR Generalist	37	45	55	37	43	49
HR Manager	58	74	89	54	69	87
HR Director	92	121	144	86	108	126
Comps & Bens	45	56	69	36	50	59
Comps & Bens Manager	73	86	98	68	81	89
HRIS Analyst	47	62	68	40	50	68
Talent Acquisition Co-ordinator	31	35	40	27	32	36
Talent Acquisition Specialist	41	52	64	34	46	57
Talent Acquisition Manager	66	83	97	54	77	89
Learning & Development Specialist	43	52	59	34	44	55
Learning & Development Manager	58	69	78	50	58	66
Organisational Development Specialist	47	63	70	44	57	64
Organisational Development Manager	73	86	102	66	76	85
Employee Relations Specialist	43	53	60	41	48	55
Employee Relations Manager	66	77	86	52	62	71
HR Business Analyst	36	45	52	36	41	48
HR Project Manager	55	67	75	50	61	71
WFM (Workforce Management) Analyst	27	43	51	25	40	45

All figures in thousand of €. \*5+ figures imply a minimum salary in this bracket



**Many of our clients have used terminology around managing remote workforces while supporting the transition to remote working, looking after well being and loneliness, while still expecting consistent output.**

**HR professionals with finely tuned performance management skills, a capacity for managing change with a blended learning approach are in high demand. The outlook for 2021 is positive as employers embrace HR initiatives that encourage cultural re-engagement and development. This is good news for the next generation of HR professionals who thrive in culture-centric and performance driven cultures.**

Gerard Doyle, Founder and Managing Director, RECRUITERS

# BUSINESS SUPPORT SERVICES

0-3%

Base-salary  
Inflation

**Business support services are prevalent across all organisations and underpin their day-to-day operations. In 2020, many business support services took on duties outside of their traditional role as companies became leaner due to staff furloughs and layoffs.**

Proficiency with standard office tools are no longer enough as companies now seek office technology gurus that drive more efficient operations. Support teams now need to manage a remote workforce and therefore soft skills such as communication are also being tested like never before.

In addition to communication skills, support teams need to be flexible and versatile to adapt to new norms and changing priorities with new technologies.

Customer care centres, particularly for companies within healthcare, insurance, education and financial services are seeing an increase in activity. With an increase in e-commerce in 2021, companies will want to ensure the best customer experience possible, which will drive further demand for customer service and operations professionals in 2021.

That said, despite increased responsibilities for support professionals and new demands for customer service, **we expect base salary inflation to remain stagnant or 3% towards the end of 2021** due to the relatively stable supply of candidates in the Irish market.

	Dublin			Rest of Ireland		
	Years in position			Years in position		
	1-3	3-5	5+*	1-3	3-5	5+*
Receptionist	25	30	35	22	27	30
Administrator	25	32	37	24	28	34
Secretary	33	40	47	27	33	38
PA (Personal Assistant)	36	45	55	32	36	41
EA (Executive Assistant)	43	56	68	34	40	53
Sales Support Administrator	27	33	39	21	30	35
Office Manager	36	47	60	32	38	44
Accounts Assistant	25	32	35	22	28	32
Order to Cash / Fulfilment	27	36	50	25	34	44
Customer Services Representative	25	32	38	23	27	32
Customer Services Representative (Multi-Lingual)	29	36	42	26	32	35
Customer Services Team Leader	36	44	50	29	34	38
Customer Services Manager	51	63	74	37	44	50
Director — Customer Services	63	79	95	47	66	84
Operations Manager	59	71	89	54	65	80
Operations Director	101	131	147	95	116	126

*All figures in thousand of €. \*5+ figures imply a minimum salary in this bracket*

# THE 2021 WORKFORCE

Most leaders will know that the 2021 workforce will be more flexible and more diverse than ever before, especially when it comes to generational differences. They will also be aware that 2021 is the year that 50-75% of the workforce will be millennials. In fact, EY and Accenture have already reported that millennials make up more than two-thirds of their entire employee base.

Millennials want recognition for their work. They want to work in a company that has value and meaning. These traits can be found in companies that have a decent company culture and, according to our 2021 Business Outlook Survey, company culture remained the most important staff retention tool. This is in contrast to CEOs and leaders, who believe the biggest staff retention tool is training and development. Understandably, this could be what leaders are hoping for because a need for training and development is arguably an easier problem to fix compared to company culture, particularly in a remote business world.

## Contingent workforce

It's not just the age of the employees that is changing in 2021, but also how they will work. The contingent workforce is beginning to dominate compared to permanent employees. In fact, research from Intuit notes that the percentage of the workforce in 'contingent work' was expected to exceed 40% by 2020. More than 60% of employers in a 2017 Randstad Sourceright report had planned to replace one-third of their permanent staff with contingent workers. And according to KPMG's 2018 CEO Outlook survey, almost all companies in the US (99%) use a contingent workforce

in some capacity. What was once almost exclusively found in the tech sector has now expanded to other industries. In 2017, PwC estimated that the finance industry was made up of around 30-40% contingent workers and from our own data, we can see contract roles coming in from a much broader range of sectors and industries, particularly the finance and accounting sector.<sup>12</sup>

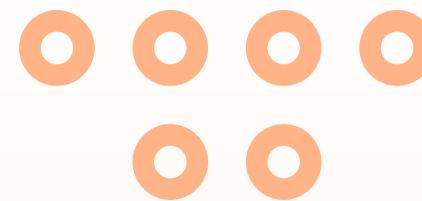
47% of employers plan on hiring temporary staff in 2021

The benefits of a contingent workforce are clear. A remarkable shortage in very specific skillsets means candidates that have those skills can command a higher rate as a contract worker and shorter projects that require such skills can be completed without the cost of taking on a permanent employee. In fact, tech giant Google actually has more contractors working for it than permanent employees, although this is leaving the company at risk when it comes to employment law.

As the future workforce becomes more contingent than permanent, companies have to safeguard themselves the right way when it comes to their contingent workforce. At the same time, with employer branding becoming more important than ever, companies also need to make sure that they are attractive enough to entice the contingent workforce because they will still be battling it out for top talent, even in the contracting space.



# HOW TO ATTRACT AND RETAIN TALENT IN 2021



Company culture and employer branding improvements will be the key to attracting top talent. In fact, a good company culture will be the key to retaining your talent too. This includes having a good employee value proposition, or EVP, for your staff. This means you are providing your employees with clear benefits and value that they will get for doing a good job in your organisation — and this goes beyond money.

Our 2021 and 2020 business outlook surveys showed that company culture is the greatest staff retention tool in a company's arsenal. In fact, research from Gartner shows that organisations that effectively deliver on their EVP can decrease annual employee turnover by almost 70%.<sup>13</sup> And with the 2019 HR Barometer showing the cost of recruiting a replacement employee is more than €14,000 and a worsening talent shortage, staff retention will become critical for all businesses in 2020.



The cost of replacing an employee is more than €14,000

## Flexibility will be key

Most leaders will be aware of flexibility becoming engrained in the workforce. However, it's becoming so important and necessary that bringing a remote or flexible working policy can no longer be ignored. In fact, our 2021 business outlook survey cited flexible working as the greatest staff retention tool, just behind company culture for the second year in a row.

Flexibility cannot just be a buzzword for employers for the sake of it. Nor can they simply state that flexible working is an option for employees and expect them to understand the rules around it. In order to offer flexibility in the workplace, employers must include strong, clear guidelines around what this means, and that includes a 'work from home' or remote working policy, rules around condensed hours or flexible working weeks and information about the equipment usage policies.

While flexible working will continue to be important to the vast majority of the 2021 workforce, employees and employers alike need to know where they stand when it comes to actually offering this.



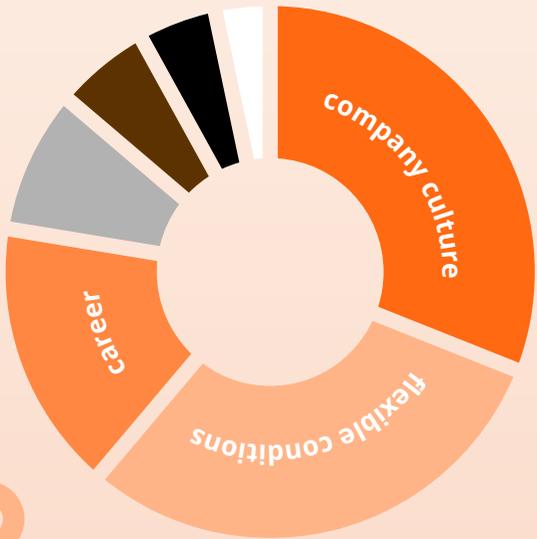
# HOW TO ATTRACT AND RETAIN TALENT IN 2021

## People manager training

While training and development didn't make the top three greatest staff retention tools within our 2021 Business Outlook Survey, it is still hugely important for future-proofing your staff and business, especially when it comes to managerial training in a new world of work.

As the workforce becomes more virtual, more agile and more fluid in their skillsets, managers will need to prepare for this change — and that's assuming they're fully trained in people management in the first place. After all, research by Gallup shows that only one in 10 people possess the talent to manage.<sup>14</sup> It's widely accepted that, in general, top talent leaves managers more than companies and, in an era when no business can afford to lose its best employees, training good people managers is critical.

Preparing for the 2021 workforce doesn't just mean being aware of what it looks like. It means having leaders in place to manage the differences it will make to the team. It means training managers that know how to work with a multigenerational workforce, a contingent workforce and a remote workforce, possibly all at once. Because when companies can increase the number of trained, talented managers, they will increase employee engagement. This means they can achieve, on average, 147% higher earnings per share than their competition.<sup>15</sup>



Which of the following is your greatest staff retention tool?

- 33% Company culture
- 20% Flexible working conditions
- 16% Career opportunities
- 14% Perks and benefits
- 11% Management style
- 7% Training and Development
- 0% Tools and technologies
- 0% Other

# EMPLOYER ESSENTIALS: REMOTE HIRING, ONBOARDING AND TRAINING

When the financial crisis shook the business world in 2007, CEOs turned to the finance professionals. The Covid-19 pandemic presents a different challenge to businesses and has highlighted the importance of good people and HR management.

Nobody knows how long these “new norms” are going to last. We do know that we all need to become more creative, imaginative and innovative when it comes to getting new staff ramped up from home in order to keep our operations flowing and projects going so that we capture new opportunities when they reveal themselves. On the back of

daily conversations with employers and hiring managers, we have outlined common recurring people management challenges being faced by those that are hiring or planning their exit strategies from Covid-19. In this article, we have compiled some simple solutions to these challenges.

Our purpose is to help you stay ahead of your rivals when it comes to onboarding and ramping up new staff as the world of working enters a new era. There will be a huge shift in how companies deploy work now and we want to make sure you are prepared in a cost-efficient way that can be scaled.

## Efficient and effective virtual onboarding of new staff

Many of us still fortunate to continue filling important jobs will also know how different it is to onboard new staff from home. The onboarding process now needs to be tighter, faster and more virtual(!) than ever before while also ensuring our culture, values, training and security stay intact. To help with this, we have prepared a few simple tips on how to virtually onboard new employees:

### 1. Prepare a welcome aboard video

Within the “welcome aboard” email, you should also schedule a video call to welcome them to the team as personally as possible. Don’t forget to invite their future teammates and colleagues too.

### 2. New hire orientation

Email them a five-day agenda. Each day should be broken down by time and topic, including breaks. Topics should include company overview, communication and security, culture and values, benefits overview and daily “wrap-ups”.





The goal is not to attract everyone to your open roles because you can afford to pay astronomical salaries. The goal is to attract only those candidates who believe what you believe because they will be more loyal and less likely to leave when they are offered more money by your rival.

## EMPLOYER ESSENTIALS: REMOTE HIRING, ONBOARDING AND TRAINING

### 3. Coordinate video links

Where possible, topics and training should be done via video, or a recorded webinar, by the relevant team member. Record all videos so that you have them to use again in your future onboarding sessions.

### 4. Make gradual introductions

Don't overwhelm new starters with new faces and names. It's a good idea to schedule in short video meetings with those who will work closely with the new employee in the first few weeks. Video coffee breaks are brilliant!

### 5. Prepare all HR elements

Often easy to overlook, but it's important to have contracts, employee handbooks, ID, computer logins and how-to guides at the ready from day 1.

### 6. Increase onboarding length

Depending on the company, onboarding can take anywhere from 1 week to 90 days. Research suggests that onboarding should increase to a year to improve retention and productivity.

### 7. Have a digital buddy system

A virtual buddy system is simple but really effective. Assign a "Buddy" to a new starter (not their manager), to check-in once a week initially. It ensures new staff are settling in and learning from a company culture point of view.

### 8. Set goals and expectations

Always have timely goals and expectations set in advance. Remote workers should not wait until their manager is

# EMPLOYER ESSENTIALS: REMOTE HIRING, ONBOARDING AND TRAINING

online to understand what he/she is meant to be doing. Share a task calendar to assist with this.

## 9. Catch up socially

Even if you never had social outings or “townhalls” before, we recommend that you gather the company together at least once a week in a virtually social environment. Share a glass of wine, meet eachothers kids or pets and just have fun.

## Remote access to office equipment and infrastructure

This has been a significant challenge to employers and hiring managers when it comes to getting new staff ramped up from home. The challenge is two-fold:

1. Due to COVID-19 related supply chain issues, I can't source or buy work equipment for new employees; and
2. Can I trust this new employee with access to company-wide information?

The first thing to recognise is that you're not alone when it comes to these two issues. Fortunately, new staff have never been more patient and understanding. Teams are formed through individual moments of personal openness and honesty so don't be afraid to communicate these issues with new staff upfront.

That being said, not having the right tools and technology for a new employee to do their job will make them feel isolated, undervalued and ultimately unwanted. Therefore, if you can't provide a work laptop immediately, be sure to communicate this fact and explain everything you are trying to do to get your hands on one.

Ask new employees to use their personal computers in the meantime. There are a number of cost-effective software solutions that turn personal PC's into work PCs. At RECRUITERS, we use AnyDesk remote desktop software that allows us to connect to our office computer and network from our personal computers securely and reliably no matter where we are in the world.

One of our clients, Thinscale Technology, has an incredible solution that provides access to virtual office desktops and other remotely delivered environments from anywhere in the world to ensure increased access and productivity of new employees, quickly.



# EMPLOYER ESSENTIALS: REMOTE HIRING, ONBOARDING AND TRAINING

Unfortunately hiring new team members always comes with inherent trust risks regardless of the external environment factors. Working remotely also requires letting go of a measure of control. If you find yourself anxious about the idea of granting new employees access to company information, remember that you hired this person for a reason and now it's time to empower them to succeed. There are ways that you can reduce the risks, however:

**Set the "rules of engagement":** For new remote workers, having clear rules around access to information and what can be done with that information helps reduce your anxiety and actually increase efficiency for everyone. The more clarity you provide, the less exposed you will be.

**Ensure accountability:** Now is not a time for micromanaging, but new team members must be held accountable. Put in formalised tracking documents and passwords to allow everyone to be clear on what important folders have been accessed and when. A great tool that we use at RECRUITERS to password protect folders and documents is Adobe Acrobat. Certain users will also be notified when certain documents are opened and by who.

## Training new staff, from home

Successful training of new staff is based on quality content, communication and coordination. However, employers are facing the challenge of doing so from home because they don't have training content that can be delivered digitally nor the time to prepare it with so many other things to do.

We all know and understand the importance of training new team members. However, to compile segmented training materials and coordinate various training modules with different teams and managers can be difficult at the best of times.

Towards the middle of 2019, RECRUITERS began extracting key knowledge and presentations from each of the managers with the aim of consolidating the information online. To do all of this, we used an excellent online training software called ProProfs. Using ProProfs, our traditional training methods became e-learning methods overnight and is a great tool to onboard and train new starters from home. It meant that we could create beautifully designed courses with our own content, our teams could train anytime and anywhere and it also provides Management with user-friendly reports and analytics.



# EMPLOYER ESSENTIALS: REMOTE HIRING, ONBOARDING AND TRAINING

It's been a lifesaver for us in terms of training and upskilling our existing teams since we have all been working from home. Particularly since we've had to pivot our strategies in order to stay relevant to our clients and job seekers during this unprecedented time.

## **Instilling a good company culture, from home**

While many aspects of remote work have become easier, maintaining company culture, values and motivation without the benefits of real-life communication and observations remain a challenge.

At RECRUITERS, we've been thinking about the impact that remote work is having on our company culture and came up with six simple ways to maintain our company culture from home in the below:

### **1. Embed a shared identity**

One of the most difficult things to do as a manager of virtual teams is embedding the culture of the organisation into how they work and behave. In a virtual environment, people must be connected to the culture through regular activities, such as end-of-the-week online town halls. A shared identity must prevail.

### **2. Humour is key**

When people are primarily communicating digitally, humour is an essential component to build brands and trust. As a manager, this sort of behaviour should be encouraged, setting boundaries where appropriate.

### **3. Recognise all contributions**

Managing remote teams can make it difficult to establish

ways to improve both formal and informal recognition feedback. Like in a traditional workplace, there's no one size that fits all. It's never been more important to understand and recognise team members contributions in a way which they value.

### **4. Be social and care**

Even in a virtual-only team, a concerted effort should be made to be socially close wherever possible. Allocating time for 'play' such as intra-team quizzes or creating a shared Spotify playlist, will allow team members to get to know each other's personalities in a very real way.

### **5. Coordinate virtually**

The 'coffee chat' is a great source of agility, collaboration and innovation in any organisation. In the virtual world, regular sharing of work across departments, working from live documents within teams and utilising software tools specifically designed to encourage co-ordination are all levers that a manager can pull to fill this gap.

### **6. Vision and values**

Above all else, remember to use your company vision as your north star throughout all of this and your company values as your compass. At RECRUITERS, we remain honest, open, creative, driven and fun in the virtual and the real world!



# ABOUT RECRUITERS

## Ireland's most trusted recruitment partner

At RECRUITERS, we believe everyone should feel inspired in work, secure when they're there and leave fulfilled every day. Founded in 2006, RECRUITERS is a privately owned, multi-award-winning, Irish recruitment services company headquartered in Dublin, Ireland with more than 25 seasoned consultants and 150 contractors.

As Ireland's most trusted recruitment partner, we combine our knowledge, experience and personal relationship capabilities as recruitment professionals with the latest technology and techniques to ensure jobseekers secure their dream job and employers achieve their business goals by having the right talent in the areas we specialise in:

-  Sales and Marketing
-  Accounting and Finance
-  IT and Software Engineering
-  Project Management and Operations
-  HR, Talent Acquisition and Business Support



We believe everyone should feel inspired in work, secure when they're there and leave fulfilled every day.



# ABOUT RECRUITERS



Our mission is to put consulting to the forefront of recruitment. In doing so, we aim to grow in line with our company values of honesty, openness, creativity, drive and fun.

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Except where otherwise stated, all survey results and findings taken from RECRUITERS' business outlook survey of over 4,000 senior professionals in Ireland.





## Our promise to employers:

To source and select passive and active jobseekers that exceed your skills and cultural requirements, brilliantly, so that you can exceed your team goals and business objectives.

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## Our promise to jobseekers:

To match people to positions that will advance their career prospects within companies that inspire them, help them feel secure and fulfilled every day.

[\*\*BROWSE JOBS\*\*](#)

### Headquarters

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