



# SALARY SURVEY

## 2025



# CONTENTS

<b>Welcome</b>	<b>3</b>
<b>Abivia Executive</b>	<b>5</b>
<b>Abivia International</b>	<b>7</b>
<b>INED Recruitment</b>	<b>9</b>
<b>Economic Commentary</b>	<b>11</b>
<b>Accountancy &amp; Finance Industry</b>	<b>19</b>
<b>Accountancy &amp; Insurance</b>	<b>25</b>
<b>Office Support</b>	<b>32</b>
<b>Multilingual, Call Center &amp; Customer Service</b>	<b>34</b>
<b>Sales &amp; Marketing</b>	<b>37</b>
<b>Legal Division</b>	<b>41</b>
<b>Technology</b>	<b>44</b>

# WELCOME

## Abrivia Recruitment Salary Survey 2025 Introduction



**Tadhg Kearney**  
Managing Director

+353 1 905 2560  
tadhg.kearney@abrvia.ie

As we celebrate 18 years of recruitment excellence, I am delighted to present the 14th edition of the Abrivia Recruitment Salary Survey for 2025. Over nearly two decades, we have adapted to remarkable changes in Ireland's employment landscape. This year's survey represents our commitment to providing clients and candidates with accurate insights, market trends, and forward-looking perspectives.

2024 presented significant challenges, including a cost-of-living crisis, housing shortages, and full employment, all of which intensified competition for top talent. Despite these hurdles, Ireland continued to attract new companies, though concerns about the housing crisis potentially impacting future investments persisted. The return of Irish professionals from abroad, many now relocating with school-aged children, reflects broader societal changes—including extended timelines for saving deposits and decisions to remain abroad during the COVID-19 pandemic. Additionally, the flexibility offered by remote work has opened opportunities beyond Dublin and its commuter belt, enabling professionals to embrace more balanced lifestyles and avoid the housing pressures associated with urban centres.

Companies have responded to these dynamics by adopting more nuanced strategies to attract and retain talent. While salary increases have moderated, organisations are increasingly focusing on enhanced benefits and flexible work arrangements. The hybrid work model has become firmly established, with many companies favouring a three-day in-office structure, while others continue to embrace fully remote or tailored flexible approaches. Enhanced benefits, such as expanded parental leave, bereavement leave, and mental health support, are emerging as key differentiators for employers, reflecting a broader focus on employee well-being.

For Abrivia, 2024 was a year of reflection and innovation. We have always prided ourselves on being more than just a recruitment agency—we are trusted partners to our clients and candidates, helping them navigate the complexities of an ever-changing market. This year, we invested in cutting-edge technology to improve how we connect with talent, including video messaging that provides greater transparency and faster communication with candidates. At the same time, we remain steadfast in our belief that recruitment is fundamentally a people-first industry. Our consultants' expertise and personal touch remain central to our success. Our newly launched website and expanded services, including Abrivia International and Abrivia Executive, further underline our commitment to meeting the evolving needs of clients and candidates across the globe.

## Abrivia Recruitment Salary Survey 2025 Introduction

Looking ahead to 2025, the recruitment market holds both challenges and opportunities. While the housing crisis and affordability issues persist, we anticipate a positive rebound in sectors such as technology, in line with trends seen in the UK and US. Industries such as insurance, finance, and life sciences are also set for continued growth, underscoring the importance of agility and collaboration between employers, recruiters, and candidates. These opportunities, coupled with the adaptability of Ireland's workforce, set the stage for another dynamic year.

As we continue to innovate and expand, our focus remains on empowering businesses and professionals to thrive in an ever-evolving landscape. In this 14th edition of our Salary Survey, we aim to provide valuable insights and data to navigate the evolving employment landscape. On behalf of the entire Abrivia team, I want to thank our clients and candidates. Your trust and collaboration drive our success, and we look forward to continuing this journey with you in 2025 and beyond.

Warm regards,

**Tadhg Kearney**

Managing Director



# ABRIVIA EXECUTIVE



**Donal O'Brien**  
Chairman

We started Abrivia Executive just over 18 months ago and we are thrilled with how the business has continued to grow. The business was founded to provide comprehensive support for clients navigating complex challenges within their organisations. Over this time, Abrivia Executive has flourished becoming a cornerstone of value-added services for our clients.

## New Book Launch 2025 – Passion and Purpose

Having spent over 20 years working in Executive Recruitment supporting people with career change, I decided last year to write a book to help people find their passion and purpose in life. The genesis of the book came from noticing how many people are not truly fulfilled in their work! I am delighted to say that the book will be launched early in 2025, the title of which is *Discovering Your True Passion and Purpose*. The book has been a labour of love for me and has been in the making for just over a year. The book will be published by Balboa Press (a division of Hay House) with a foreword by Gerry Hussey.

## Background and Approach

Donal O'Brien is a seasoned Executive Coach, published author, and career transition specialist with over 20 years of experience in recruitment and leadership. As the former CEO and current Chairman of Abrivia Recruitment, Donal has dedicated his career to guiding business professionals through pivotal transitions, building leadership skills and helping clients find renewed purpose and passion in their work. The book explores how individuals can align their careers with their core values and aspirations.

His coaching approach integrates traditional psychology, NLP and life coaching methodologies from Erickson International, Michael Neill and Christine Hassler. Therefore, it offers a unique blend of techniques that facilitate meaningful breakthroughs. Clients experience improvements in performance, engagement, stress management, often finding clarity and new energy to pursue their personal and professional goals.

In addition to coaching, Donal offers psychometric testing to provide deeper insights into clients' strengths and growth areas. His services are tailored to business leaders, executives and individuals on personal development journeys, as well as those seeking guidance through career transitions. With a warm yet professional style, Donal is committed to helping clients unlock their potential and create fulfilling, impactful careers.



## SERVICES:

### Executive Coaching

This is an opportunity to use Coaching to help grow any one of the 8 areas of wellness including Finance, Work/Career, Emotional, Relationships/Social, Physical and Spiritual dimensions of life. Coaching is all about guide and advancing people faster in their personal and professional journey.

### Career Coaching / Outplacement

Find your purpose and regain your passion. We can provide a range of other supports in terms of helping create a winning CV, excel in an interview or attract positions to you through networking and enhancing your digital presence. We also run bespoke courses for individuals and teams who have been made redundant or have chosen to transition out of a business.

### Psychometric Testing

As a Thomas Testing International Success Insights Multi-Science Analyst, this certification enables me to proficiently utilise and impart insights to clients, incorporating a mix of TTI assessment reports, including the Core Sciences:

- **Behaviours (DISC)** - How we do things. Measured in four dimensions (Dominance, Influence, Steadiness and Compliance) DISC measures a person's action preferences, revealing how an individual will behave.
- **Motivators (Driving Forces)** - Why we do things. Discover what motivates and engages a person by examining six unique continua: knowledge, utility, surroundings, others, power, and methodologies.
- **Soft Skills (Competencies)** - What we are skilled to do. Examine 25 unique personal skills that identify which skills have been most well developed, providing a prediction of his or strengths and weaknesses in the future.
- **Emotional Intelligence (EQ)** - Do we apply EQ in our personal and business lives. Understand a person's ability to sense, understand, and regulate self and social situations that enable high levels of collaboration and productivity.
- **Acumen/Perception (ACI)** - Can we make balanced judgments and decisions. Commonly known as acumen, identify how a person thinks within three dimensions: feeling, doing, and thinking.

### Leadership Development

Psychometric testing helps identify leadership potential by uncovering an individual's natural behavioural style, emotional intelligence, and motivators. These insights allow leaders to leverage their strengths, address blind spots, and develop a more effective leadership style. Additionally, it fosters greater self-awareness, enabling leaders to inspire and guide their teams effectively.

### Management Training and Development Plans

Incorporating psychometric tools into management training programs enables a tailored approach to skill development. By understanding the core competencies and decision-making styles of managers, organisations can design personalised development plans that maximise strengths and target areas for growth.

### Hiring

Psychometric testing brings objectivity to hiring by aligning candidates' behavioural profiles, motivators, and competencies with the role's requirements. This ensures better cultural fit, reduces turnover, and enhances the likelihood of long-term success in the position.



# ABRIVIA INTERNATIONAL

## Introducing Abrivia International: Redefining Global Insurance Recruitment



**Tadhg Kearney**  
Managing Director

+353 1 905 2560  
tadhg.kearney@abrvia.ie

We're excited to announce the launch of Abrivia International—a specialised recruitment service designed to connect global insurance markets with exceptional talent from Ireland and Europe. With over a decade of experience in insurance recruitment and a proven track record of international placements, Abrivia International opens the door to opportunities in key global markets such as **Bermuda, the Cayman Islands, and the Channel Islands**.

For clients, we're your trusted partner in addressing local talent shortages, offering access to world-class professionals who bring expertise, fresh perspectives, and the readiness to excel in your market. For candidates, we provide a gateway to life-changing career opportunities, supporting you every step of the way as you explore exciting roles in some of the world's most vibrant locations.

### Who Are We?

Abrivia International specialises in recruitment for the insurance, reinsurance, captives, MGAs, brokers, and life insurance sectors. Our focus spans roles such as Underwriting, Claims, Compliance, Risk, Actuarial, Legal, and Accounting, connecting businesses with the highly skilled professionals they need to succeed.

What sets us apart is our approach. Unlike many recruiters, we don't compete for local talent. Instead, we exclusively source candidates from outside these jurisdictions—primarily from Ireland and Europe—ensuring companies gain access to new talent pools without impacting local markets.

Our deep connections with clients and candidates, paired with an in-depth understanding of global insurance markets, make us the ideal partner for your recruitment needs.

### What Do We Offer Clients?

At Abrivia International, we provide a tailored recruitment solution that prioritises quality, speed, and fit. Whether you're seeking underwriting specialists, actuarial experts, or compliance professionals, we'll help you secure top talent quickly and effectively.

### Why Choose Abrivia International?

- Access to International Talent: We exclusively source professionals from Ireland and Europe, ensuring a sustainable approach to talent shortages in Bermuda, the Cayman Islands, and beyond.
- Proven Track Record: With a 90% success rate in international placements and an average time-to-hire of six weeks, we deliver results you can trust.
- Personalised Service: We invest the time to understand your business, ensuring every placement aligns with your cultural and professional needs.



### What Do We Offer Candidates?

For professionals ready to take the leap into international markets, Abrivia International is your partner in making it happen. Imagine working for leading global companies in Bermuda or the Cayman Islands while enjoying the unique lifestyle these locations offer.

### Here's How We Support You:

- End-to-End Guidance: From application to relocation, we're with you every step of the way.
- Honest Advice: We provide a transparent view of the opportunities, addressing the pros and cons so you can make an informed decision.
- Relocation Insights: With our experience and network, we'll ensure you're fully prepared to thrive in your new role and environment.

Abrivia International isn't just about finding you a job—it's about helping you shape the next chapter of your career.

### A Partner for the Long Term

At Abrivia International, we're more than a recruitment service. For clients, we're a strategic partner, delivering solutions that meet both immediate hiring needs and long-term business goals. For candidates, we're a trusted guide, committed to supporting your career journey every step of the way.

Irish professionals, with their internationally recognised qualifications and adaptability, are uniquely suited to thrive in global insurance markets. We combine this with an unrivalled understanding of the industry and a personal approach that ensures success for everyone we work with.

### Opening Doors to Global Opportunities

Abrivia International is here to transform how companies recruit in global insurance markets. For businesses seeking fresh talent to drive growth, or for candidates ready to take on a new international challenge, we're your trusted partner in making it happen.

**Let's get started – contact Abrivia International today to unlock the possibilities.**



# INED RECRUITMENT

## Introducing INED recruitment



**Tadhg Kearney**  
Managing Director

+353 1 905 2560  
[tadhg.kearney@abrvia.ie](mailto:tadhg.kearney@abrvia.ie)

I'm thrilled to announce the launch of our INED recruitment offering within Abrivia Executive, a division dedicated to connecting organisations with exceptional leadership talent.

As the insurance sector faces increased regulatory scrutiny and the need for innovative, forward-thinking governance, the demand for Independent Non-Executive Directors (INEDs) has never been greater. Since 2013, I've cultivated a robust network of C-suite leaders, many of whom are now transitioning into the INED space. These trusted relationships, combined with my deep understanding of the insurance sector, allow me to deliver exceptional candidates tailored to your organisation's needs.

What sets Abrivia Executive apart is our highly specialised, bespoke approach to recruitment. We take the time to fully understand your challenges and your goals, ensuring every candidate we recommend is not only highly qualified but also the perfect fit for your board's culture and vision.

I'm proud to collaborate with Donal O'Brien, Abrivia's Founder and Chairman. Donal's expertise as a trained coach, business owner, and qualified accountant, paired with my deep market knowledge and extensive network, ensures that we provide a service that is both comprehensive and uniquely tailored to meet the demands of today's dynamic market.

I'm passionate about helping organisations build boards that inspire confidence and drive success. Placing the right INED is about more than just filling a seat—it's about finding a leader who will shape the future of your organisation.

If you're seeking to strengthen your board with experienced INED talent or are an executive exploring opportunities in this space, I'd love to help. Together, we can build boards that not only meet today's challenges but are prepared to lead the insurance sector into the future. Reach out today to start the conversation!



### Benchmarking

Organisations can use psychometric assessments to establish benchmarks for key roles by analysing the profiles of top performers. These benchmarks provide a roadmap for recruitment, training, and succession planning, ensuring alignment with strategic goals.

### Coaching

In coaching, psychometric tests provide a foundation for personalised development. They reveal patterns in behaviour, thinking, and emotional intelligence, allowing coaches to tailor strategies that address specific client needs. This results in more focused and impactful coaching sessions, driving faster and more sustainable progress.



# ECONOMIC COMMENTARY

## A View on the Economy of Ireland



**Charles J. Larkin**  
B.A. (Mod.), Ph.D. [TCD]

**Director of Research,**  
**Institute for Policy**  
**Research, University of**  
**Bath, Bath, UK**  
**Research Associate,**  
**School of Business,**  
**Trinity College Dublin,**  
**Dublin 2, Ireland**  
**Adjunct Lecturer, MA**  
**Global Security Studies,**  
**Johns Hopkins University,**  
**Baltimore, MD, USA**

### The present state of affairs

Ireland's economy continues to be in one of the strongest positions it has been in since 1922. The labour force employment rate (those between 15-64 years of age) is 74.4% and the participation rate (those over 15 years old) is 66%. In the 25-54-year-old bracket, the percent of the population in employment reaches the heady heights of 84%. The most recent live register unemployment rate was 4.2%. Overall, 2.75 million people were at work as of the end of the second quarter of 2024. By any definition, that is a tight labour market and a major sign of policy success with respect to the economy. It also means that there is little slack in this economy. Any expansion fiscal policies are likely to generate inflationary pressures as the economy is effectively operating at capacity. The output gap over the next five years indicates Ireland's economy operating at or just above capacity.

The economy is not just the labour market, important as that is to most households. The rest of the Irish economy is showing signs of being in the later stages of an upward growth cycle. In the case of GDP, a moderately unreliable figure for Ireland's economic performance due to the impact of multinationals, the figure actually shrank on a quarterly basis of (Q1 2024 versus Q2 2024) by 1%. Looking at a preliminary CSO figure of GDP for Q3 2024, GDP has shrunk by 1.2% on an annual basis. The ESRI estimates that for the year 2024, GDP will shrink by 0.4%, following a contraction of 5.7% in 2023. The more reliable metric of the wellbeing of the population, GNP, is now looking to shrink by 1% as well, according to [ESRI estimates](#), for the year 2024, and return to modest growth in 2025 of 2.7%. The [Fiscal Advisory Council](#), interrogating the Department of Finance's [Stability Programme Update 2024](#), which uses the most accurate macroeconomic statistic to evaluate the Irish economy, GNI\*, finds that nominal (not adjusted for inflation) growth will be 5.4% in 2024 and *real* (adjusted for inflation) growth will be 2%. The estimates are that real GNI\* growth will continue at or around 2% for the next few years, driven largely by domestic consumption growth.

Ireland's very strong GDP performance since COVID-19, in part a function of the trading relationship with the US, which had the most rapid and robust recovery from COVID versus the wider Eurozone, has helped bring down Ireland's debt-to-GDP ratio, a key metric in the economic performance of the country, now standing at 42.8%. While not as low as it was prior to the Global Financial Crisis, where it hovered around 25%, it constitutes one of the lower ratios among the OECD nations. The government's primary surplus stands at 2.2% of GDP.

## A View on the Economy of Ireland

This, picture, uninterrogated, is very positive. The Fiscal Advisory Council is less laudatory when it looks at the particulars of the post-COVID Irish economic recovery. A key factor to consider is the persistent infrastructure deficit that the country continues to suffer from. The present 2024 General Election in Ireland highlights many of the limitations in terms of housing, transport, education, healthcare, utilities, and public services that have accumulated since the Global Financial Crisis over 15 years ago.

The infrastructure deficit has now become sufficiently acute to have an impact on the country's potential growth. **Ireland's infrastructure is now 25% lower than the average for a high-income European country.** To put this in context, when Ireland began to grow in 1995, at the start of an era of globalisation and the great moderation in prices and interest rates, the infrastructure gap was 47%. Policy and regulatory environments represent a real barrier to investment and recent legislative changes have yet to indicate that a structural break has been made with the past. In addition, Ireland has significant capacity constraints with respect to construction workers. It is estimated that an additional 80,000 would be required to address currently identified deficits, an increase of 47% on current numbers. If Irish construction productivity were to improve only 20,000 additional workers would be required. If Ireland were to be compared to Norway, the world leader, Ireland is less than half as productive. When compared even to the average for high-income European countries, Ireland is 32% lower. (High-income European countries consist of Austria, Belgium, Germany, Greece, Spain, Finland, France, Ireland, Italy, Luxembourg and the Netherlands.) This is partly the impact of the housing crash in 2008. Capital investment is still 20% below where it was in 2008 and represents a large gap with the high-income European average. To move from 32,600 housing completions, the figure for 2023 to 68,500 would require an additional 50,000 workers. 68,500 completions is what is necessary to address existing demographic pressures in combination with pent-up demand.

Ireland's competitiveness is eroded by this ongoing deficit. While the IMD World Competitiveness Rankings place Ireland as 4th out of 67 countries, the worst score of the composite ranking is infrastructure at 17th out of 67. If that is broken down to "basic" infrastructure, which is water, roads, rail, and energy networks, Ireland drops to a lamentable 38th out of 67. Transportation infrastructure is 41% lower relative to high-income European countries. Much of the investment required in these domains needs to be "front-loaded" putting pressure on fiscal rules.

It is not just housing, healthcare is another area of deficit. While the deficit overall is 25%, in the case of healthcare it rises to 53%, driven primarily by elderly and poorly maintained buildings. Of hospital beds per capita, Ireland ranks 25th out of 34 OECD countries. This is striking since Ireland's spending is dramatically higher (more than 2x), as a share of national income, relative to other high-income European nations, despite a younger population.

This introduces the two important sides of the macroeconomic picture: fiscal and monetary conditions.

First to address the fiscal conditions. The infrastructure deficits mentioned above resulted in a much higher level of public sector investment. On a sector-by-sector basis, much of this investment is above the 5% national spending rule. The 5% rule was developed to keep spending in line with the long-run growth prospects of the Irish economy and prevent a reoccurrence of the yawning deficits of the 2008-2010 period in the case of a downward economic shock.



## A View on the Economy of Ireland

Budget 2025 was expansionary. €9.1bn of expenditure measures, net of taxation offsets were included and added to the existing spending profile of 2024 of €96.6bn. Of the total €9.1bn, €6.9bn were permanent expenditure measures not related to the cost of living. The problem is that those measures were in addition to the problem of overruns. Overruns made up of the public sector pay bill, health overruns, and additional capital spending total €3.7bn. This breaches the 5% Spending Rule, with net spending rising by 5.8% in Budget 2025 after several years of spending growth in excess of 9%. The consequence, as mentioned above, is putting too much pressure on an economy at capacity, resulting in inflation. So, while the budget put money in one pocket, it took money out of the other. The Fiscal Advisory Council estimated that the inflationary effect cost households an **additional €1,000 in annual outgoings**.

Probably the most important paragraph by the fiscal watchdog, in light of recent geopolitical developments, is the following:

*While the Government is running a surplus, this is driven by two factors. First, an extraordinary amount of corporation tax is being collected. Secondly, the economy is performing extremely well. If these were to reverse, a deficit of almost €9 billion could emerge. [emphasis added]*

**The famous economist Rudi Dornbusch said of inflation that the beast is not slain but asleep.**

Ireland's fiscal position is entirely the function of extremely favourable external conditions. As a small open economy, these two factors are outside of Ireland's control. Corporate taxation is a matter of great interest in Ireland but it is important to note that it is also largely out of the control of Ireland, with much of Ireland's performance in corporate taxation being a feature of US tax policies, determined in Washington. The latest estimates put 43% of all corporate tax income as coming from three firms. The 2024 figures show a total of €24bn in income through corporate taxation, with €13bn from the top ten payers. In the round, 0.02% of all companies account for 80% of all corporation tax. The largess of corporation tax has offset the consistent overruns in health, which are down to poor budgeting practices and attempts at "fiscal gimmickry".

The essential takeaway for the fiscal position of the country is that while it is healthy, it has the potential to reverse rapidly. The Apple windfall may cushion the blow but much of that money is being actively lobbied for by multiple interests, some with reasonable capital investment demand and some with less reasonable current expenditure requests but all within the context of an economy at capacity.

Monetary policy for Ireland is the domain of the European Central Bank. Steeped in the knowledge of the 1970s inflationary crisis, the ECB was and remains focused on price stability. The period exiting COVID has been particularly challenging as a consequence. The famous economist Rudi Dornbusch said of inflation that the beast is not slain but asleep. COVID was a very loud alarm clock and it has taken significant efforts on the part of central banks to moderate inflation for numbers not seen since the early 1980s.

As political incumbents discovered this year, inflation is a very big deal to voters. As Prof **Victor Menaldo of the University of Washington** put it about inflation's impact on the US general election:

*I think we learned or confirmed that inflation is radioactive and that folks have a very long memory when it comes to price increases, and they will not simply embrace a reduction in the inflation rate as much as they'll remember that the cumulative change*

## A View on the Economy of Ireland

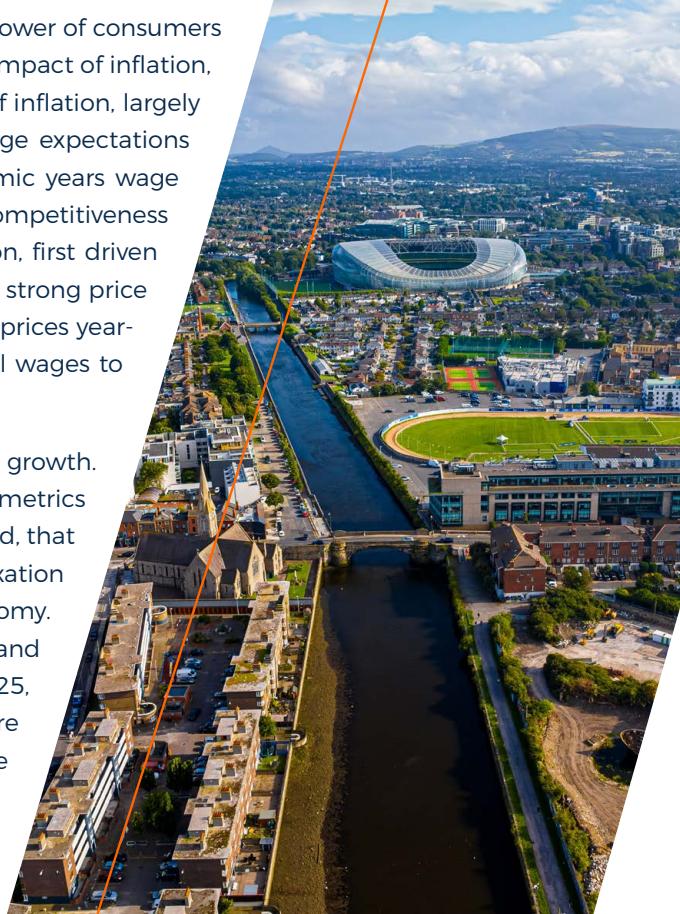
*in the level of inflation was 20% on average since 2021. So even if inflation is trending in the right direction, in terms of its rate, it's the accumulation of the increased cost of living that I think has a lot of bite for voters.*

Inflation has a twofold complication, it eats away at the spending power of consumers but it also shapes expectations. As workers begin to internalise the impact of inflation, they begin to reset their expectations for wages. At modest levels of inflation, largely along the long-accepted consensus target rate of around 2%, wage expectations are moderate. Under the high inflation conditions of post-pandemic years wage expectations have risen markedly. This is a problem for overall competitiveness but also creates the potential for a vicious cycle of upward inflation, first driven by prices and then by wages. Ireland has to be very careful as it has strong price inflation and strong asset inflation (10% rise in residential property prices year-on-year to August 2024), both of which place pressure on nominal wages to rise.

The speed limit for non-inflationary wage growth is productivity growth. Here Ireland is not performing well. While basic output-per-hour metrics for Ireland show some of the highest productivity figures in the world, that is a function of Ireland's arrangements with multinationals for taxation purposes and does not reflect the true productivity of the Irish economy. Real GNI\* per hour worked growth is a more accurate measure and that currently is flatlining for 2024 and will continue to do so for 2025, recovering to around 1.5% out towards 2029. This means that there is little room for real wage growth. For 2024 this is expected to be around 3% and hover around 2% over the next few years. This is substantially higher than productivity growth and has potential inflationary implications for the economy. It would be remiss not to highlight that this wage growth is lopsided, with higher-earning sectors showing the most wage growth during this period. This is a continuation and amplification of a trend that began in the mid-1990s of more robust wage growth in the higher-earning (largely multinational, export-orientated) jobs. While technical assessments have highlighted this division for some time, they do not dwell on the potential political economy implications over the medium term. Bodies as diverse as TASC and IBEC have highlighted the wider implications for the fiscal system of high market income Gini coefficients and the efforts required to lower them via taxes and transfers. To quote the **Fiscal Advisory Council**:

*As Timoney (2022) has previously highlighted, the high-paying sectors in Ireland have become increasingly important since the pandemic. Looking at the overall compensation of employees, high-wage sectors are responsible for an increasing share of total pay (N°6). This is mainly driven by stronger increases in actual hours worked in high-paying sectors. This has significant fiscal implications. Timoney (2022) shows how strong income tax receipts in recent years have been largely driven by growth in high-paid sectors. High-paying employments ordinarily have higher average and marginal tax rates.*

The summary for Ireland as of October 31st, 2024 was of an economy that had recovered from COVID, that was growing and was at near full employment and operating at or near capacity. It was fiscally healthy and after a bout of an acute rise in inflation was returning to price stability. It continued to suffer from significant infrastructure deficits and the wider dysfunction of the housing market had competitiveness and political economy implications. Overall the outlook would be cautiously optimistic.



## A View on the Economy of Ireland

*“Everyone has a plan until they get punched in the mouth”*

~ Mike Tyson

November 5th, 2024 redefined the global political economy in a way that may have wide-ranging implications for Ireland.

Each of these will be addressed briefly.

### Deglobalisation

### Demographics

### Digitisation

### Decarbonisation

### Defence/Geopolitics

The International Monetary Fund (IMF) likes to refer to deglobalisation as **“global economic fragmentation”**. This is a revenge of politics on economics as a technocratic subject. John Maynard Keynes aspired to this status for the profession: *“If economists could manage to get themselves thought of as humble, competent people on a level with dentists, that would be splendid.”* Politics is equivalent to Mike Tyson’s famous quote *“Everyone has a plan until they get punched in the mouth”*. Clearly, geopolitical fragmentation is a significant punch to the global economy. Current IMF estimates put it at 7% of global GDP. New trade barriers have tripled since 2019. While 7% may sound modest, in terms of impact it is equal to the GDP of France and Germany combined. The former US trade representative and “Trade Tsar” nominee, Robert Lighthizer, is not a fan of free trade. He published a book in 2023 entitled **No Trade Is Free: Changing Course, Taking on China, and Helping America’s Workers** which leaves fellow trade negotiators in no doubt as to his views of the past 35 years of US and EU trade policy.

Ireland’s vulnerability here could not be more obvious. After many years of Ireland’s most notable appearances in the US financial media have related to tax avoidance schemes operated through Ireland and the country’s large trade deficit with the US (€35bn, largely driven by chemicals and pharmaceuticals). While Irish FDI employs nearly as many people in the US as US FDI employs in Ireland, it will be difficult to avoid political debates that are lacking in nuance which result in policy changes that directly impact Ireland’s current business model. At the very least, the incoming Trump administration has highlighted how they will move to impose tariffs and trigger potential trade wars with Europe with an up to 20% tariff and in the case of China with an up to 60% tariff on all imports into the US.

Importantly, trade openness was part of what made the “great moderation” work. The impact of greater competition lowered prices, reduced production costs, increased efficiency, and limited wage pressures. As we shrink supply chains, friend-shore, and put in place more industry protections this impact will likely reverse.

One can take a breezy approach to deglobalisation and President Trump’s rhetoric, but that would be naive. Even if such threats are purely part of a transactional bargaining process, one which previously yielded little by way of real change in the case of the transition from NAFTA to USMCA, it will dramatically increase uncertainty, which slows or reverses decisions to invest. Also, it doesn’t have to be all about tariffs. The US and China have both been taking a more active interest in non-tariff barriers, an example being in the area of rare earth metals. Rare earth and lithium are essential raw materials for the transition from fossil fuels to an electric economy. The number of such barriers has gone from 587 in 1995 to 6,062 in 2023.

Importantly, in Trump 2.0, Ireland is not subject to the benign neglect it was favoured with during Trump 1.0. Already Howard Lutnick, co-chair of the Trump transition team (an altogether more organised entity compared to 2016), has highlighted Ireland in a recent Tweet: **It’s nonsense that Ireland of all places runs a trade surplus at our**

## A View on the Economy of Ireland

expense. We don't make anything here anymore—even great American cars are made in Mexico. When we end this nonsense, America will be a truly great country again. You'll be shocked!

While Mick Mulvaney, Trump's acting Chief of Staff between 2019 and 2020, has highlighted that there are only two things that people agree on in Washington and that is that they like Ireland and dislike China, it is difficult to see how "liking Ireland" will be maintained as the political force of the "Irish-American Vote" diminishes in a memory.

### This brings us to demography.

Europe has an aging population. As do most of the advanced economies. There was a dramatic early 1990s shock to the global economy with the fall of the Berlin Wall and the wider expansion of the Chinese economy. These massive influxes of both labour and capital goods demand were once-off events. While some may see Africa as a potential new source of low-cost youthful labour, economists are divided on the impact. The positive productivity shock is now gone and the global economic growth rate is likely to be lower.

While this may sound like a fiscal challenge for the EU and the US, which it most definitely is, there are wider economic implications. The German economic model of export-orientated, high-value-added capital goods is deeply challenged by this reversal, as Asia was a major purchaser of these goods. The weakness of the German economy is partly the impact of the war in Ukraine, partly a function of political meltdown, but partly that the export-orientated economic model of the last 30 years has dramatically stalled. As China revealed a \$1.4 trillion stimulus package on November 8th, it became clear to all that as NY Yankee Yogi Berra said: *the future ain't what it used to be*. Every major economy, bar India, has a rising dependency ratio out to 2050.

Political economy priorities will change in this older world, especially as existing entitlement programmes across the wealthier advanced economies meet insolvency points where either taxes must increase dramatically, benefits be cut, or both. Those economies with older populations than Ireland will see that effect as early as between 2030 to 2035.

### So will the droids save us?

Digitisation has many dimensions. As highlighted in last year's commentary, with appropriate capital-labour complementarity, it can become a vehicle for productivity growth and through that economic growth. It is also important to note that digital technologies have allowed more effective "surveillance capitalism" as **Shoshana Zuboff** describes it. The result is that these digital tools can more accurately extract the reserve price from consumers, creating personalised pricing, thus raising overall prices and revenue for firms. (Anyone who has experience with an airline booking engine has first-hand experience with this phenomenon.)

The pass-through of general computerisation as a general-purpose technology over the last 20 years (having spent the 20 years prior to that infamously not appearing in the productivity figures) resulted in higher productivity and lower prices. The problem is that AI is likely to take a very long time to have a similar effect to microcomputers and software. Bank of England Monetary Policy Committee member Megan Greene highlighted recently how general-purpose technologies tend to take 20 years to have an impact on the economic statistics, even if they are relatively low cost, as in the case with user-end AI and machine learning.



## A View on the Economy of Ireland

At the same time, these technologies consume large quantities of energy, with ChatGPT using around 10 times as much energy as a Google search. Already this is seen as a major challenge to the expansion of this technology as decarbonisation is a priority for all European governments. In the case of Ireland, data farms now consume 21% of the national metered electricity in Ireland. This is more than all the households in towns and cities across the country at 18% of total metered electricity.

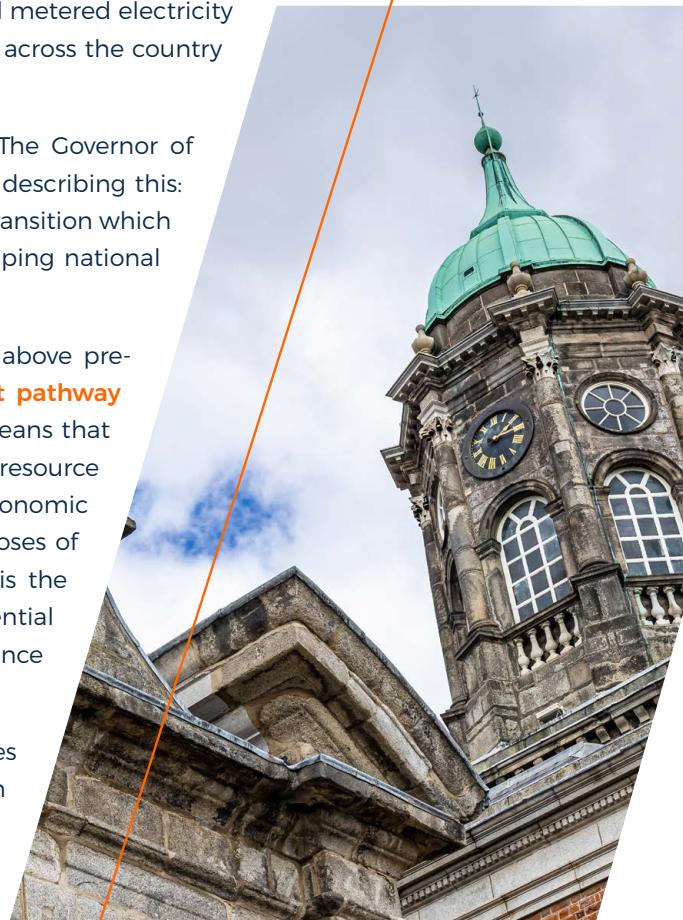
Decarbonisation therefore is a priority but it will be expensive. The Governor of the Croatian National Bank **Boris Vujčić** has an interesting way of describing this: climateflation, greenflation and fossilflation. These are the costs of transition which will be persistent over time and take on a more active role in shaping national and supranational economic management.

The UN IPCC has highlighted that the 1.5 degree Celsius target above pre-industrial temperature levels is no longer achievable. **The current pathway is towards 2.5 to 2.9 degrees above pre-industrial targets.** This means that natural disasters and wider negative climate impacts, including resource wars, population displacements, and other disruptions will rise in economic cost. (The significant human cost will be obvious but for the purposes of this conversation we will focus on the economic impacts.) That is the climateflation. Already central banks are working to take macroprudential measures to ensure the continued financial stability of the insurance industry in light of more frequent and expensive disasters.

Greenflation is a byproduct of the demand and supply mismatches that will persist for most of the next decade between green technology demand and green technology supply. This can manifest itself at the commodity level of the value chain or at the consumer end. It is likely that the fragmentation of the global economy will exacerbate these greenflation effects. In Ireland, it is clear that part of this is manifest in the trade-off between meeting new housing requirements and retrofitting the existing housing stock, much of which was built with no reference to energy efficiency or resilience to more extreme weather patterns.

The final element is fossilflation. This is an active part of the cost-of-living debate across Ireland and Europe. As carbon taxes come into effect and more is done to reduce carbon consumption via the taxation system, prices are likely to rise for consumers. The lack of viable alternatives in transport and housing, a function of path dependency, will see households paying more. This will raise inflation but it will also place significant upward pressure on wages and/or a desire for modified working patterns that reduce commuting requirements or international air travel.

The final foresight exercise is looking at defence and geopolitics. Ireland is not used to the new world where geopolitical tensions have dramatically risen. Between 1945 and 2022 Ireland and Western Europe operated under a largely gratis NATO umbrella. EU average expenditure on defence has gone from well below the 2% NATO target to have breached it in 2024. This will change the political economy of Europe as it prepares for the potential of a conflict with Russia and the effects of more refugees from Ukraine in the likely event of an asymmetric peace between Russia and Ukraine. The clarity and speed of the Trump 2.0 administration that support for Ukraine would end upon the conclusion of the Biden Administration has been loudly and directly communicated to all parties. The Biden Administration's permission for the use of US and European-supplied matériel inside of Russia is an escalation increasing uncertainty of many economies, not just Ireland.



## A View on the Economy of Ireland

The conflict in Gaza, Lebanon, and the West Bank with Israel has begun to manifest into a wider Middle Eastern war with further exchanges between Iran and Israel, and clear support from the Trump 2.0 administration for the Israeli government to prosecute the war as they see fit adds further uncertainties. The general economic impact is that commodity prices will increase in volatility and likely experience a secular rise due to increased demand. Energy prices will behave in a similar fashion. As much of military expenditure is domestically focused, it will likely result in a fiscal expansion and much of that is directed to wages (soldiers) and manufacturing (matériel). In the case of Ireland, the impact on energy and commodity prices is likely to be keenly felt. The fiscal aspect is unlikely, though government policy may become more aware of the need for security diplomacy and navigating a European Union where the fiscal rules are actively being rewritten to accommodate a more security-conscious Commission and national exchequers' rapidly expanding defence expenditures.

The final note relates to three reports that will shape the future of Ireland's work with the European Union and will come to dominate the concerns of the College of Commissioners over the next few years. These are the [Letta Report](#), the [Draghi Report](#), and the [Niinistö Report](#). These reports address what are seen as the three key areas of "unfinished business" of the European project as of 2024. The Letta Report addresses what is seen as the incompleteness of the Single European Market. While much progress has been made for the single market for goods, the single market for services, the capital markets union, and the banking union are still very much works in progress. All would have a significant impact on Ireland, mostly positive in terms of access to capital but some complex. The single labour market between the UK and Ireland would become more difficult to operate as an active programme for a single market for services could cause a divergence between EU and UK norms, especially in the professions. The Draghi Report looks at the EU's lagging productivity and economic performance. The key points are closing the innovation gap with the United States, harmonising decarbonisation with competitiveness, and enhancing economic security by reducing dependencies. This is being made manifest as a move to "dual-use" research and a wider thrust to move the education, research, and innovation system of the European Member States into a vehicle for competitiveness with the US and with China. These pressures will be a delicate navigation act for Ireland, which prides itself on being the bridge between the US and Europe. The final report, the [Niinistö Report](#), is clearly an EU articulation of *si vis pacem, para bellum*. Using the Finnish model as an example, the EU should take an "all-hazards and all-risks" approach to preparedness, getting ready for all kinds of threats, natural or man-made, civilian or military. This requires more extensive foresight capacities and intelligence sharing at the EU level, as well as developing decision-making mechanisms for crisis situations that go from the governmental level to the individual citizens. This report, more than all the others, will be challenging for Ireland to engage with given the past political history and the current capabilities of the Irish defence and security services.

Overall, Ireland enters 2025 from a position of strength but with significant exogenous changes on the horizon. While there are many endogenous decisions that could undermine the performance of the Irish economy, these are "known knowns" and as such can be managed by the incoming government. What is more concerning of the "known unknowns" of the Trump 2.0 White House, trade tensions and the wider fragmentation of the 1991-2022 globalisation moment, and the "unknown unknowns" of climate breakdown and major global conflicts. In that sense, the more actively Ireland engages with the [Letta Report](#), the [Draghi Report](#), and the [Niinistö Report](#), the more resilient it may become.

# ACCOUNTANCY & FINANCE INDUSTRY



**Aoife Davis**  
Industry & Commerce

+353 1 531 3732  
aoife.davis@abrvia.ie

As we reflect on the past year, 2024 has been a dynamic period for the accountancy and finance sector in Ireland. Several significant trends have shaped the landscape of our industry.

## 2024 in Review

One of the most notable trends was the increase in salaries for newly qualified accountants, reflecting the growing recognition of the value these professionals bring to their organisations. However, more experienced accountants (around five years post-qualification) haven't seen the same increase in their total salary packages, highlighting a nuanced shift in compensation structures.

The hiring outlook remained optimistic, with companies regaining confidence and ramping up their recruitment efforts. This positive sentiment was particularly evident in the increased demand for Financial Planning and Analysis (FP&A) roles, as businesses focused on strengthening their financial health and operational plans.

The shift towards hybrid work models continued, with a significant portion of finance sector employees now working in a hybrid setup. This trend underscores the ongoing evolution of workplace flexibility, which has become a key factor in employee satisfaction and retention.

Certain sectors, such as renewable energy, technology, FMCG, life sciences, and construction and real estate, saw heightened demand for finance professionals, particularly in major cities like Dublin, Cork, and Galway. This sector-specific growth has been a driving force behind the dynamic job market.





## Outlook for 2025

Looking ahead to 2025, we anticipate several key trends that will further shape the accountancy and finance job market:

- **Increased Demand for Specialist Skills:** As digitalisation and sustainability become more integral to business operations, there will be a growing need for skills in data analytics, ESG reporting, and regulatory compliance. Proficiency in financial software such as advanced Excel, SAP, or Power BI will be highly valued.
- **Hybrid Work Models:** While hybrid working will remain prevalent, there will be a stronger emphasis on in-office presence, especially for roles that benefit from direct mentorship and collaboration.
- **AI Integration:** The adoption of AI tools and technologies will continue to rise, driving demand for finance professionals who can effectively leverage these tools. Companies will need to invest in training programs to bridge the skills gap and ensure their workforce is equipped to handle these advancements.
- **Talent Retention and Recruitment Challenges:** Attracting and retaining talent will be a significant challenge, with many professionals expected to seek better career progression opportunities. Competitive salaries, career development opportunities, and flexible work arrangements will be crucial in addressing these challenges.
- **Sector-Specific Growth:** The renewable energy, technology, FMCG, life sciences, and construction and real estate sectors will continue to see increased demand for finance professionals, particularly in major urban centers.

As we navigate these trends, our commitment remains to provide comprehensive insights and support to our clients and candidates. We hope this survey serves as a valuable resource in understanding the evolving landscape of the accountancy and finance job market in Ireland.



# INDUSTRY & COMMERCE SALARIES

## LARGE COMPANIES (500+ EMPLOYEES)

Sector	Dublin 2025	Dublin 2024
<b>EXECUTIVE</b>		
<b>Finance Director/CFO</b>	<b>130k - 200k</b>	120k - 195k
<b>Head of Treasury</b>	<b>130k - 195k</b>	120k - 190k
<b>Financial Controller</b>	<b>100k - 130k</b>	95k - 130k
<b>Group Financial Controller</b>	<b>100k - 140k</b>	100k - 135k
<b>Head of Financial Reporting</b>	<b>90k - 130k</b>	85k - 130k
<b>MID-SENIOR LEVEL</b>		
<b>Group Treasury Manager</b>	<b>95k - 130k</b>	90k - 130k
<b>Finance Business Partner</b>	<b>80k - 125k</b>	80k - 120k
<b>FP &amp; A Manager</b>	<b>85k - 110k</b>	85k - 110k
<b>Finance Manager</b>	<b>80k - 100k</b>	75k - 95k
<b>Revenue Manager</b>	<b>80k - 95k</b>	80k - 95k
<b>Project Accountant</b>	<b>65k - 85k</b>	65k - 85k
<b>Group Accountant</b>	<b>60k - 75k</b>	60k - 70k
<b>Systems Accountant</b>	<b>60k - 75k</b>	60k - 70k
<b>Financial Analyst</b>	<b>60k - 80k</b>	60k - 75k
<b>FP &amp; A Analyst</b>	<b>60k - 85k</b>	60k - 80k
<b>Senior Financial Accountant</b>	<b>70k - 85k</b>	70k - 80k
<b>Financial Accountant</b>	<b>60k - 70k</b>	55k - 70k
<b>Multilingual Qualified Accountant</b>	<b>60k - 75k</b>	60k - 70k
<b>Financial Reporting Accountant</b>	<b>60k - 75k</b>	60k - 70k
<b>Revenue Accountant</b>	<b>60k - 75k</b>	60k - 75k
<b>Management Accountant</b>	<b>60k - 70k</b>	60k - 70k
<b>Treasury Accountant</b>	<b>60k - 75k</b>	60k - 70k
<b>Cost Accountant</b>	<b>60k - 70k</b>	60k - 70k



# INDUSTRY & COMMERCE SALARIES

## LARGE COMPANIES (500+ EMPLOYEES)

Sector	Dublin 2025	Dublin 2024
<b>INTERNAL AUDIT</b>		
<b>Head of Internal Audit</b>	<b>110k - 180k</b>	100k - 170k
<b>Internal Audit Manager</b>	<b>80k - 100k</b>	80k - 95k
<b>Internal Auditor</b>	<b>65k - 80k</b>	60k - 80k
<b>PART QUALIFIED</b>		
<b>Assistant Financial Accountant</b>	<b>45k - 55k</b>	45k - 52k
<b>Assistant Management Accountant</b>	<b>40k - 50k</b>	38k - 50k
<b>Trainee Accountant (P/Q 2+years)</b>	<b>38k - 50k</b>	35k - 50k
<b>Trainee Accountant (P/Q 1-2 years)</b>	<b>35k - 45k</b>	35k - 40k
<b>Graduate / Trainee Accountant</b>	<b>30k - 34k</b>	28k - 32k
<b>Analyst</b>	<b>45k - 55k</b>	45k - 55k
<b>ACCOUNT STAFF</b>		
<b>Payroll Manager</b>	<b>60k - 85k</b>	60k - 85k
<b>Payroll Administrator</b>	<b>38k - 50k</b>	35k - 50k
<b>Payroll Specialist</b>	<b>35k - 60k</b>	35k - 60k
<b>AP Manager</b>	<b>55k - 75k</b>	55k - 75k
<b>AP Clerk</b>	<b>38k - 50k</b>	35k - 50k
<b>Credit Control Manager</b>	<b>55k - 80k</b>	55k - 75k
<b>Credit Control Clerk</b>	<b>38k - 50k</b>	35k - 50k
<b>AR Clerk</b>	<b>38k - 50k</b>	35k - 50k
<b>Accounts Assistant</b>	<b>35k - 50k</b>	30k - 50k



# INDUSTRY & COMMERCE SALARIES

## SMALL TO MEDIUM (<500 EMPLOYEES)

Sector	Dublin 2025	Dublin 2024
<b>EXECUTIVE</b>		
<b>Finance Director</b>	<b>100k - 150k</b>	100k - 140k
<b>Financial Controller</b>	<b>85k - 110k</b>	80k - 100k
<b>MID-SENIOR LEVEL</b>		
<b>Finance Manager</b>	<b>80k - 95k</b>	75k - 90k
<b>Project Accountant</b>	<b>60k - 70k</b>	60k - 65k
<b>Group Accountant</b>	<b>60k - 68k</b>	58k - 65k
<b>Systems Accountant</b>	<b>60k - 68k</b>	58k - 65k
<b>Financial Analyst</b>	<b>60k - 70k</b>	58k - 68k
<b>FP &amp; A Analyst</b>	<b>60k - 75k</b>	58k - 75k
<b>Senior Financial Accountant</b>	<b>68k - 78k</b>	65k - 75k
<b>Financial Accountant</b>	<b>60k - 70k</b>	58k - 68k
<b>Multilingual Qualified Accountant</b>	<b>60k - 70k</b>	58k - 65k
<b>Management Accountant</b>	<b>60k - 68k</b>	58k - 65k
<b>Cost Accountant</b>	<b>60k - 65k</b>	58k - 65k
<b>PART QUALIFIED</b>		
<b>Assistant Financial Accountant</b>	<b>40k - 45k</b>	38k - 45k
<b>Assistant Management Accountant</b>	<b>40k - 45k</b>	38k - 45k
<b>Trainee Accountant (P/Q 2+ years)</b>	<b>38k - 45k</b>	38k - 45k
<b>Trainee Accountant (P/Q 1-2 years)</b>	<b>35k - 40k</b>	32k - 37k
<b>Graduate / Trainee Accountant</b>	<b>30k - 35k</b>	28k - 32k
<b>PART QUALIFIED</b>		
<b>Payroll Manager</b>	<b>55k - 80k</b>	50k - 75k
<b>Payroll Clerk</b>	<b>35k - 45k</b>	35k - 45k
<b>AR / Credit Control Manager</b>	<b>50k - 60k</b>	48k - 60k
<b>AP Manager</b>	<b>50k - 60k</b>	48k - 60k
<b>AP Clerk</b>	<b>35k - 48k</b>	32k - 45k
<b>AR Clerk</b>	<b>35k - 48k</b>	32k - 45k
<b>Accounts Assistant</b>	<b>35k - 45k</b>	32k - 40k



# INDUSTRY & COMMERCE SALARIES

## SHARED SERVICES CENTRE

Sector	Dublin 2025	Dublin 2024
<b>EXECUTIVE</b>		
<b>Director of Shared Services</b>	<b>140k - 200k</b>	130k - 200k
<b>Manager of Shared Services</b>	<b>105k - 130k</b>	100k - 125k
<b>GENERAL LEDGER</b>		
<b>Manager</b>	<b>75k - 100k</b>	75k - 100k
<b>Supervisor</b>	<b>60k - 70k</b>	55k - 65k
<b>Accountant</b>	<b>60k - 75k</b>	55k - 75k
<b>GL PQ Accountant</b>	<b>42k - 55k</b>	40k - 55k
<b>ACCOUNTS RECEIVABLE</b>		
<b>Manager</b>	<b>55k - 70k</b>	50k - 65k
<b>Team Leader</b>	<b>50k - 55k</b>	45k - 55k
<b>Specialist</b>	<b>40k - 50k</b>	35k - 48k
<b>ACCOUNTS PAYABLE</b>		
<b>Manager</b>	<b>55k - 75k</b>	55k - 75k
<b>Team Leader</b>	<b>50k - 55k</b>	45k - 55k
<b>Specialist</b>	<b>40k - 50k</b>	38k - 50k



# ACCOUNTANCY & INSURANCE



**Tadhg Kearney**  
Managing Director

+353 1 905 2560  
tadhg.kearney@abrvia.ie

## 2024 in Review

### Introduction

As we close out 2024, I wanted to share my perspective on the Irish Insurance and Accountancy markets, shaped by countless conversations with clients and candidates over the year. These discussions have provided a clear view of the trends shaping the industry, from salary adjustments and market shifts to the evolving priorities of professionals. While challenges persist, particularly in recruitment and retention, the overall sentiment is one of optimism as the sector continues to adapt and innovate.

### The Insurance Market: Key Developments

2024 has been a year of resilience and growth across the Irish insurance market. The general insurance sector has remained robust, with notable activity from global players. South African insurer OUTsurance launched in Ireland, bringing innovation to the motor and home insurance markets, while Generali completed the acquisition and rebranding of Liberty Insurance into RedClick. These moves reflect the sustained appeal of Ireland as a hub for international insurers.

### Captive Insurance Market

Ireland has long been recognised as a leading hub for captive insurance, and while it continues to maintain this status, 2024 has seen challenges emerge. A growing number of captives have opted to redomicile to other European jurisdictions, such as France and Italy, which are actively competing for this business.

Despite this, Ireland remains a preferred location for many captives due to its established infrastructure, experienced workforce, and the depth of its insurance ecosystem. While regulatory requirements and operational costs are considerations, the expertise available within Ireland continues to support its position as a significant player in the captive market.

### The Role of the Central Bank of Ireland

A key factor influencing the Irish insurance market in 2024 has been the regulatory environment shaped by the Central Bank of Ireland. Known for its stringent oversight, the Central Bank's reputation as a tough but fair regulator impacts the entire market, including captives, brokers, MGAs, and insurers.

While some companies view the regulatory landscape as a challenge, many see it as a mark of Ireland's stability and credibility as a financial hub. Ireland's cost base, while high, remains competitive compared to other European jurisdictions, such as Luxembourg, making it an attractive choice for firms seeking a foothold in the EU.



### Specialised Roles and the Rise of MGAs

One of the most exciting trends this year has been the continued growth of Managing General Agents (MGAs). These entrepreneurial businesses have captured the attention of both clients and candidates. MGAs offer a unique combination of flexibility, niche expertise, and innovation, making them a significant draw for professionals seeking dynamic roles.

The demand for talent within MGAs has grown, particularly in areas such as underwriting, claims, and operations. For companies, MGAs are a way to adapt to changing customer needs quickly, and for candidates, they represent an opportunity to be part of something less traditional and more innovative within the industry.

### Reinsurance: A Year of Caution and Change

The reinsurance market has faced challenges in 2024, particularly as climate change continues to impact underwriting strategies. This has resulted in a cautious approach across the sector, with companies focusing on risk management and mitigation rather than aggressive expansion.

While this has created uncertainty, it has also driven demand for highly specialised roles, particularly in catastrophe modelling, pricing, and actuarial functions. As companies adjust to these changes, the importance of innovation and expertise in reinsurance cannot be overstated.

### Broker Market

The broker market had another strong year, characterised by acquisitions and consolidation. Independent brokers are under increasing pressure from larger players but remain an important part of the market. RSA Insurance, for example, reaffirmed its commitment to supporting independent brokers, reinforcing their value to the industry.

### Candidate Behaviour: What Matters Most

Conversations with candidates this year have highlighted a shift in priorities. Salary and flexibility remain important, but they are no longer sufficient differentiators. Candidates are increasingly drawn to specialised roles, opportunities to develop their skills, and organisations that align with their personal and professional values.

Roles focused on portfolio management, analytics, and entrepreneurial opportunities within MGAs have been particularly attractive. The return of professionals from the London market has been another key trend, with their expertise now highly valued in Ireland.

Remote working arrangements have also played a critical role in talent mobility, allowing candidates to work for Cayman or Bermuda captives or London-based reinsurance entities while living in Ireland. This flexibility is helping to address talent shortages while creating new opportunities for professionals.

### Salary Trends and Retention Challenges

While salary growth has stabilised in 2024, the number of six-figure roles has increased significantly. This is helping to attract talent from international markets, particularly London, where such packages have been the norm.

Signing bonuses have become an important tool for employers, particularly as candidates are less willing to forgo annual bonuses when moving roles. However, with the rise in salaries, companies are also extending notice periods, with three to six months becoming the norm for senior positions.

### Flexibility and Hybrid Working

The insurance sector has largely settled into a hybrid working model, with most companies requiring employees to be in the office two days a week. This is slightly more flexible than the broader market trend of three days.



MGAs, however, have led the way in offering remote-friendly roles, enabling them to recruit talent from across Ireland, including in more remote locations. For candidates, flexibility is now an expectation, and employers are aware that it can be a deciding factor in attracting and retaining top talent.

### Accountants in the Insurance Sector

Accountants continue to play a pivotal role in the insurance sector, particularly as regulatory demands increase and companies focus on ESG reporting and strategic financial oversight.

In 2024, there was strong demand for accountants with expertise in Solvency II reporting, FP&A, and M&A transactions, driven by ongoing broker and captive market consolidation. Senior finance professionals with cross-border reporting experience are in especially high demand, often commanding six-figure packages.

Hybrid and remote working models have broadened opportunities for accountants across Ireland, allowing them to work with global brokers and captives without relocating.

### Talent Pipeline: A Bright Future

The talent pipeline in 2024 has been shaped by a mix of established professionals and younger entrants. The Insurance and Risk Management course at UL and the Insurance Apprentice Scheme have been instrumental in attracting fresh talent and offering retraining opportunities.

The arrival of global brokers has introduced a structured approach to junior recruitment, opening opportunities for candidates in smaller towns and counties. Many now have the chance to join global businesses without relocating, which has broadened the talent pool and diversified the industry.

### Expectations for 2025

The outlook for 2025 is highly positive, with several companies seeking licence approval from the Central Bank of Ireland. This is expected to bring new players, fresh roles, and increased competition for talent, cementing Ireland's reputation as a dynamic and thriving hub for the insurance and accountancy sectors.

### About Abrivia Accountancy & Insurance

The Abrivia Accountancy & Insurance division is led by our Managing Director, Tadhg Kearney, who brings over 12 years of expertise in recruiting within the Irish market. Tadhg leads a dedicated team specialising in Accounting, Audit, Insurance, and Financial Services recruitment.

With a particular focus on Reinsurance, Captive, and Specialised Insurance sectors, Tadhg partners closely with clients to design tailored hiring strategies and provide valuable insights on market trends, salaries, and benefits. His extensive experience and client-focused approach ensure that both organisations and professionals achieve exceptional outcomes.



# ACCOUNTANCY SALARIES

Sector	Dublin 2025	Dublin 2024
<b>EXECUTIVE</b>		
<b>CFO/Financial Director</b>	<b>120k - 200k</b>	110k - 180k
<b>Head of Finance/Financial Controller</b>	<b>100k - 150k</b>	100k - 140k
<b>MID-SENIOR LEVEL</b>		
<b>Finance Manager</b>	<b>90k - 110k</b>	80k - 100k
<b>Financial Reporting Manager</b>	<b>80k - 95k</b>	80k - 95k
<b>Financial Reporting Accountant</b>	<b>65k - 80k</b>	60k - 75k
<b>Senior Financial Accountant</b>	<b>75k - 90k</b>	70k - 85k
<b>Financial Accountant</b>	<b>65k - 80k</b>	60k - 80k
<b>Insurance/Reinsurance Accountant</b>	<b>65k - 90k</b>	65k - 90k
<b>Senior Financial Analyst</b>	<b>70k - 90k</b>	65k - 90k
<b>Senior Regulatory Accountant</b>	<b>65k - 85k</b>	60k - 85k
<b>RECENTLY QUALIFIED</b>		
<b>Financial Accountant</b>	<b>60k - 70k</b>	60k - 70k
<b>Financial Analyst</b>	<b>60k - 75k</b>	55k - 75k
<b>Management Accountant</b>	<b>65k - 75k</b>	60k - 70k
<b>Internal Auditor</b>	<b>65k - 75k</b>	60k - 75k
<b>Regulatory Accountant</b>	<b>60k - 70k</b>	58k - 70k
<b>Project Accountant</b>	<b>60k - 75k</b>	55k - 75k
<b>Treasury Accountant</b>	<b>60k - 70k</b>	55k - 65k
<b>PART QUALIFIED</b>		
<b>Assistant Accountant</b>	<b>45k - 55k</b>	40k - 55k
<b>Accounts Technician</b>	<b>40k - 50k</b>	33k - 45k
<b>Graduate / Junior Accountant</b>	<b>34k - 40k</b>	30k - 36k



# INSURANCE SALARIES

Sector	Dublin 2025	Dublin 2024
<b>UNDERWRITING</b>		
<b>Chief Underwriting Officer</b>	<b>160k - 200k</b>	160k - 200k
<b>Head of Underwriting</b>	<b>120k - 170k</b>	110k - 165k
<b>Underwriting Manager</b>	<b>100k - 120k</b>	90k - 115k
<b>Senior Underwriter</b>	<b>70k - 100k</b>	70k - 90k
<b>Commercial Underwriter</b>	<b>65k - 85k</b>	60k - 80k
<b>Personal Lines Underwriter</b>	<b>40k - 55k</b>	35k - 50k
<b>CLAIMS</b>		
<b>Head of Claims</b>	<b>120k - 180k</b>	110k - 140k
<b>Claims Manager</b>	<b>90k - 120k</b>	85k - 110k
<b>Claims Team Lead</b>	<b>70k - 90k</b>	65k - 90k
<b>Senior Claims Handler</b>	<b>55k - 75k</b>	50k - 75k
<b>Personal Injury Claims Handler</b>	<b>50k - 65k</b>	45k - 654k
<b>Property Claims Handler</b>	<b>40k - 50k</b>	35k - 50k
<b>Motor Claims Handler</b>	<b>38k - 45k</b>	35k - 45k
<b>Loss Adjuster</b>	<b>40k - 55k</b>	35k - 50k
<b>Claims Admin</b>	<b>34k - 40k</b>	32k - 38k
<b>Motor Damage</b>	<b>35k - 40k</b>	33k - 38k
<b>FNOL Claims</b>	<b>32k - 36k</b>	30k - 34k
<b>LIFE INSURANCE &amp; PENSIONS</b>		
<b>Head of Underwriting</b>	<b>100k - 140k</b>	100k - 130k
<b>Underwriting Manager</b>	<b>90k - 110k</b>	85k - 100k
<b>Life / Medical Underwriter</b>	<b>55k - 75k</b>	50k - 70k
<b>Trainee / Initial Underwriter</b>	<b>35k - 45k</b>	30k - 45k
<b>Senior Pensions Consultant</b>	<b>70k - 90k</b>	65k - 90k
<b>Pensions Consultant</b>	<b>50k - 60k</b>	45k - 60k
<b>Senior Pensions Administrator</b>	<b>40k - 55k</b>	40k - 50k
<b>Pensions Administrator</b>	<b>34k - 40k</b>	30k - 38k
<b>Life Administrator</b>	<b>32k - 38k</b>	30k - 35k



# INSURANCE SALARIES

Sector	Dublin 2025	Dublin 2024
<b>COMPLIANCE</b>		
<b>Head of Compliance</b>	<b>130k - 180k</b>	120k- 160k
<b>Compliance Manager</b>	<b>90k - 120k</b>	90k - 120k
<b>Compliance Specialist</b>	<b>60k - 85k</b>	55k - 80k
<b>Compliance Executive</b>	<b>50k - 70k</b>	40k - 60k
<b>RISK</b>		
<b>Chief Risk Officer</b>	<b>140k - 200k</b>	130k - 180k
<b>Senior Risk Manager</b>	<b>100k - 125k</b>	95k - 120k
<b>Risk Manager</b>	<b>75k - 100k</b>	75k - 100k
<b>Risk Specialist</b>	<b>55k - 70k</b>	50k - 70k
<b>Risk Executive</b>	<b>45k - 65k</b>	45k - 60k
<b>REINSURANCE</b>		
<b>Chief Underwriting Officer</b>	<b>140k - 210k</b>	130k - 200k
<b>Underwriting Manager</b>	<b>110k - 140k</b>	100k - 130k
<b>Senior Underwriter</b>	<b>90k - 150k</b>	75k - 100k
<b>Underwriter</b>	<b>60k - 90k</b>	55k - 80k
<b>Junior Underwriter</b>	<b>45k - 70k</b>	40k - 55k
<b>Head of Claims</b>	<b>130k - 180k</b>	120k - 150k
<b>Claims Manager</b>	<b>90k - 110k</b>	80k - 100k
<b>Claims Adjuster</b>	<b>55k - 75k</b>	50k - 65k
<b>Head of Technical Accounts</b>	<b>90k - 120k</b>	90k - 120k
<b>Technical Accounts Team Lead</b>	<b>70k - 90k</b>	70k - 85k
<b>Senior Reinsurance Technician</b>	<b>50k - 75k</b>	50k - 75k
<b>Reinsurance Technician</b>	<b>45k - 65k</b>	40k - 60k



# INSURANCE SALARIES

Sector	Dublin 2025	Dublin 2024
<b>CAPTIVE</b>		
<b>General Manager</b>	<b>100k - 150k</b>	100k - 130k
<b>Head of Underwriting</b>	<b>95k - 125k</b>	90k - 120k
<b>Insurance Manager</b>	<b>80k - 100k</b>	60k - 80k
<b>Account Manager</b>	<b>65k - 90k</b>	60k - 80k
<b>Insurance Analyst</b>	<b>45k - 65k</b>	40k - 60k
<b>BROKER</b>		
<b>Senior Account Executive</b>	<b>75k - 95k</b>	70k - 90k
<b>Accounts Executive</b>	<b>55k - 75k</b>	50k - 75k
<b>Senior Commercial Account Handler</b>	<b>50k - 65k</b>	45k - 60k
<b>Commercial Account Handler</b>	<b>45k - 60k</b>	45k - 55k
<b>Personal Lines Handler</b>	<b>35k - 45k</b>	35k - 45k
<b>Business Development</b>	<b>50k - 80k</b>	40k - 70k
<b>Claims Manager</b>	<b>75k - 95k</b>	70k - 90k
<b>Claims Advisor</b>	<b>45k - 65k</b>	42k - 65k



# OFFICE SUPPORT



**Valerie McNulty**  
Office Support Manager

+353 1 531 3730  
[valerie.mcnuilty@abrvia.ie](mailto:valerie.mcnuilty@abrvia.ie)

As the global workforce continues to evolve, the recruitment landscape in Ireland is no exception. It continues to be shaped by shifts in work preferences, economic trends, and emerging workplace dynamics.

## 2024 in Review

Over the past year, remote and hybrid working have remained highly valued by candidates, though many organisations are moving toward partial or full returns to the office.

The Labour Force Survey from the Central Statistics Office highlights the resilience of Ireland's labour market, with 70,800 jobs created in the year to Q2 2024, pushing employment to a record 2.74 million. However, the Administrative & Support Services sector experienced a decline of 2.6%, indicating that challenges persist despite overall employment growth.

Many companies are approaching hiring with caution, reflecting economic uncertainty. At the same time, it has become increasingly difficult to find experienced talent, with many candidates reluctant to consider new roles unless salaries are competitive and include Hybrid or remote work options. Candidates are also relying heavily on companies' reputations and are doing their research online as company culture, employee appreciation, training, development, and opportunities to progress are all key factors for candidates looking for a new role. This has resulted in fierce competition, with companies competing to attract from the same talent pool.

Key challenges for the workforce include rising living and accommodation costs in Dublin, which continue to fuel demand for hybrid working arrangements. As a result, candidates are also entering the market with higher salary expectations, making it critical for employers to stay competitive in attracting top talent.

## Expectations for 2025

Looking ahead, AI literacy is set to dominate workplace trends, reflecting the growing need for technological proficiency in support roles. While employment growth has moderated after several years of record-breaking expansion, Ireland's economy is forecast to rebound in 2025 and beyond, supported by a strong labour market, low inflation, and favourable external conditions.

## About Abivia Office Support Division

Abivia's Office support division is led by Valerie Mc Nulty. Valerie is an experienced recruitment professional with over 7 years of cross-sector experience, focusing on Office Support and in-house Legal recruitment. In her role at Abivia, she combines her strong understanding of the recruitment landscape with a client-centred approach, ensuring successful placements for roles at all levels. Valerie's commitment to excellence extends beyond sourcing and selecting candidates; she devises tailored recruitment strategies, provides insightful guidance to clients, and oversees each step from initial interviews through onboarding, delivering a seamless hiring experience.



# OFFICE SUPPORT SALARIES

Sector	Dublin 2025	Dublin 2024
<b>Executive Assistant</b>	<b>50k - 85k</b>	50k - 85k
<b>Personal Assistant</b>	<b>46k - 60k</b>	45k - 55k
<b>Legal Executive</b>	<b>35k - 55k</b>	35k - 55k
<b>Legal Secretary (3+ years)</b>	<b>36k - 50k</b>	36k - 50k
<b>Legal Secretary (1-3 years)</b>	<b>32k - 38k</b>	30k - 36k
<b>Legal Administrator</b>	<b>30k - 43k</b>	30k - 43k
<b>Office Manager</b>	<b>40k - 60k</b>	38k - 55k
<b>Office Coordinator</b>	<b>32k - 50k</b>	32k - 48k
<b>Administrator (3+ years)</b>	<b>35k - 40k</b>	30k - 38k
<b>Administrator (1-3 years)</b>	<b>30k - 35k</b>	28k - 33k
<b>Receptionist (3+ years)</b>	<b>35k - 45k</b>	30k - 35k
<b>Receptionist (1-3 years)</b>	<b>28k - 35k</b>	27k - 30k
<b>Data Entry</b>	<b>25k - 35k</b>	24k - 32k
<b>Customer Service Administrator</b>	<b>28k - 37k</b>	26k - 36k
<b>Facilities Manager</b>	<b>40k - 70k</b>	40k - 60k
<b>Facilities Coordinator</b>	<b>32k - 50k</b>	32k - 45k



# MULTILINGUAL, CALL CENTER & CUSTOMER SERVICE



**Emily Mason**  
Associate Director  
Multilingual, Call Centre  
& Customer Service  
Team  
  
+353 1 531 3730  
emily.mason@abrvia.ie

Abrivia's multilingual recruitment team continues to recruit for Irish and multinational companies that require support for roles in Call Centres, Customer Service, and Multilingual positions across all sectors and levels.

## 2024 in Review

In 2024, we have observed sustained demand for talent across sectors, with languages such as Swedish, Finnish, Norwegian, German, Dutch, and Danish remaining among the most sought after. This trend shows no sign of abating in the foreseeable future.

Ireland's strong economic foundation continues to attract numerous global companies to establish and expand hubs in Dublin, with particular emphasis on sectors such as IT, Financial Services, Insurance, Online Advertising, and eCommerce. Dublin's appeal remains bolstered by the post-Brexit landscape and stable regulatory environment, which positions Ireland as an ideal choice for companies and candidates alike

As of October 2024, the unemployment rate in Ireland is holding at around 4.2%, signaling a highly competitive labour market approaching full employment. Recruitment across multilingual, Call Centre, and customer service roles remains a focal point for employers seeking talent to meet demand. To counter growing competition for candidates, companies are increasingly prioritising creative retention strategies, such as offering retention bonuses, flexible work arrangements, and incremental salary adjustments tied to tenure. Meanwhile, wages are projected to grow by approximately 4.5%, driven by high demand for skilled workers

Employee priorities have also evolved in 2024, with candidates placing high value on company culture, opportunities for development, and progression pathways. While competitive salaries are still an expectation, the importance of a strong corporate reputation, positive work environment, and access to training and development programs are prominent considerations for prospective employees. Employers are correspondingly placing more emphasis on cultural fit and values alignment during hiring, with competency-based and behavioural interviews guiding selection. For junior roles, many employers are open to investing in training new hires, even where experience may be limited, to meet urgent recruitment needs.

A noteworthy trend in 2024 is the continued influx of candidates relocating to Dublin to fill vacancies, despite the significant concern surrounding the availability and cost of rental accommodation. While Ireland holds an advantage over the UK for many candidates, especially in light of Brexit's lingering uncertainties, the ongoing housing crisis and associated media attention remain major deterrents for potential relocators. Addressing the rental market and housing supply challenges will be essential to fully capitalise on Ireland's attractiveness as a destination for international talent

\*Sources AIB/ERSI/EY/BOI\*



### Expectations for 2025

Ireland's economic outlook for 2025 remains cautiously optimistic, with the country expected to build on its recent growth in domestic demand and employment while navigating global challenges. Modified Domestic Demand (MDD) is projected to grow by approximately 3.2%, underpinned by a resilient consumer sector, increasing household incomes, and continued investment from multinational companies.

The GDP is anticipated to rebound by around 4.5% after a slight contraction in 2024, partly driven by Ireland's strong export sector. Key industries, such as IT, Financial Services, and Pharmaceuticals, will likely continue to attract foreign direct investment due to Ireland's stable regulatory environment and skilled workforce. Employment growth is also expected to persist, although slightly moderated to around 1.8% as the labour market approaches capacity in certain sectors.

Inflation is expected to stabilise, with a rate near 1.9%, assuming minimal disruptions in global supply chains and energy prices. However, housing remains a significant concern; continued population growth, driven by net migration and natural increases, will likely exacerbate the already tight rental market. Addressing these housing shortages will be crucial for maintaining Ireland's appeal as a destination for international talent.

While external risks, such as geopolitical tensions and potential shifts in global corporate tax rates, pose some uncertainty, Ireland's strong economic fundamentals and proactive fiscal policies are expected to support a stable and positive economic trajectory through 2025.

### About Abrivia Multilingual, Call Centre & Customer Care

Emily Mason leads the Multilingual, Call Centre, and Customer Care division at Abrivia, bringing over 18 years of recruitment experience across diverse sectors, from high-volume hiring to executive-level placements. With a degree qualification and international experience in Sales and Event Management, Emily transitioned into recruitment upon her return to Dublin. Her expertise quickly established her as a key player in the market.

Since joining Abrivia over eight years ago, following roles with two of Ireland's top recruitment firms, Emily has forged strong relationships across multiple sectors. Responding to rising demand for multilingual talent, Emily successfully launched the Multilingual, Call Centre, and Customer Service Division at Abrivia. Under her leadership, the division has seen impressive growth over the past eight years and continues to expand to meet the evolving needs of clients. Emily works closely with Roisin Claffey and a dedicated team of recruiters and is actively growing the team to further support client demand.





# MULTILINGUAL, CALL CENTRE & CUSTOMER SERVICE SALARIES

Sector	Dublin 2025	Dublin 2024	Regional 2025	Regional 2024
<b>Customer Service Manager</b>	<b>42k - 75k</b>	40k - 70k	<b>37k - 70k</b>	35k - 65k
<b>Customer Service Team Leader</b>	<b>35k - 55k</b>	33k - 53k	<b>33k - 43k</b>	32k - 45k
<b>Customer Service Advisor</b>	<b>27k - 42k</b>	27k - 40k	<b>25k - 40k</b>	24k - 38k
<b>Technical Support Level 1-3</b>	<b>25k - 40k</b>	27k - 40k	<b>26k - 36k</b>	25k - 35k
<b>Business Development Rep</b>	<b>27k - 48k</b>	25k - 45k	<b>25k - 38k</b>	25k - 35k
<b>Sales Manager</b>	<b>50k - 95k</b>	50k - 90k	<b>45k - 75k</b>	45k - 75k
<b>Inside Sales Team Lead</b>	<b>35k - 60k</b>	35k - 55k	<b>33k - 50k</b>	33k - 50k
<b>Accounts Payable/Receivable</b>	<b>30k - 50k</b>	30k - 45k	<b>28k - 45k</b>	28k - 45k
<b>Credit Collections</b>	<b>27k - 50k</b>	27k - 45k	<b>25k - 42k</b>	25k - 40k
<b>Order Management Agent</b>	<b>27k - 42k</b>	27k - 40k	<b>25k - 40k</b>	25k - 38k
<b>Call Centre Manager</b>	<b>70k - 155k</b>	60k - 150k	<b>55k - 145k</b>	55k - 140k
<b>Telesales Manager</b>	<b>40k - 85k</b>	40k - 80k	<b>35k - 78k</b>	35k - 75k
<b>Inbound Telesales</b>	<b>28k - 45k</b>	27k - 40k	<b>25k - 42k</b>	25k - 40k
<b>Outbound Telesales</b>	<b>29k - 50k</b>	28k - 45k	<b>25k - 42k</b>	25k - 40k
<b>Account Manager</b>	<b>40k - 72k</b>	36k - 70k	<b>38k - 67k</b>	36k - 65k
<b>Sales Support</b>	<b>27k - 42k</b>	27k - 40k	<b>25k - 37k</b>	25k - 35k

# SALES AND MARKETING



**Marty Caskey**  
Senior Sales & Marketing  
Consultant

+353 1 531 3729  
marty.caskey @abrvia.ie

**The Sales & Marketing talent market in Ireland has shown resilience amid a stabilising economic landscape.**

## 2024 in Review

With inflation declining significantly from an average of 6.3% in 2023 to around 2.6% by mid-2024, the overall economic pressures have shifted, yet challenges remain—particularly around living costs and the housing market, which continue to impact candidates' decision-making processes.

Throughout 2024, demand for talent in key sectors such as E-commerce, Healthcare, Life Sciences, Pharmaceutical, Accountancy, and Finance has strengthened, with particular emphasis on roles related to digital marketing, e-commerce marketing, content marketing, and user experience. Companies are increasingly recognising the need for skilled professionals who can navigate the complexities of the digital landscape.

Sales roles are experiencing a renewed focus on in-person engagement, with businesses valuing field sales and business development functions that prioritise face-to-face meetings. This marks a shift back to pre-pandemic practices, as organisations seek to strengthen customer relationships and drive sales growth through personal interactions.

Candidates in the Sales & Marketing space are placing heightened importance on workplace culture, benefits, and job security, alongside competitive salaries. While financial compensation remains crucial, there is a growing expectation for employers to offer a supportive work environment that aligns with candidates' values and lifestyle preferences. This trend underscores the necessity for businesses to enhance their employer branding and offer comprehensive benefits packages to attract top talent.

In terms of retention strategies, while retention bonuses are not widely used, many employers are adjusting their incentive structures, offering more competitive bonus percentages for those who exceed targets. However, tightening performance criteria for bonuses can lead to dissatisfaction and turnover, highlighting the importance of transparent and achievable incentive frameworks.

Counteroffers have also become increasingly common in the Sales & Marketing talent market, with many candidates receiving offers to stay as companies strive to retain their best employees. Employers are recognising the critical role of annual salary reviews and transparent communication in maintaining employee satisfaction and reducing turnover.



### Expectations for 2025

As we look ahead to 2025, the Sales & Marketing talent market is poised for cautious optimism. While inflation is expected to continue easing, the challenges of living costs and housing affordability will likely remain relevant. The demand for skilled professionals in high-growth sectors is anticipated to persist, necessitating a proactive approach to talent acquisition and retention.

Employers will need to adapt their strategies to meet the evolving expectations of candidates, who will increasingly prioritise company culture, benefits, and work/life balance alongside competitive compensation. Flexibility and adaptability will be essential for both employers and candidates as they navigate the dynamic landscape and leverage the opportunities that lie ahead.

### About Abrivia Sales & Marketing Division

Abrivia Sales & Marketing is led by Marty Caskey, who brings over 12 years of specialist expertise in Sales & Marketing recruitment. With a proven track record of attracting top-tier talent for Irish and UK businesses, Marty works across a wide range of industries, including Technology, FinTech, Insurance, FMCG, eCommerce/Retail, Manufacturing, and Construction.

From Graduate to Director-level hires, Marty has extensive experience building teams from the ground up for Start-ups, SMEs, and Multinationals, delivering tailored recruitment solutions that drive success for clients and candidates alike.



# SALES AND MARKETING SALARIES

Sector	Dublin 2025	Dublin 2024
<b>MARKETING ICT</b>		
<b>CMO</b>	<b>150k - 300k</b>	150k - 300k
<b>Marketing Director</b>	<b>110k - 165k</b>	110k - 165k
<b>Head of Digital Marketing</b>	<b>80k - 130k</b>	80k - 130k
<b>Marketing Manager</b>	<b>70k - 90k</b>	65k - 90k
<b>PR/Communications Manager</b>	<b>70k - 90k</b>	65k - 85k
<b>Product/Brand Manager</b>	<b>60k - 80k</b>	55k - 75k
<b>Marketing Executive</b>	<b>40k - 65k</b>	40k - 65k
<b>DIGITAL MARKETING</b>		
<b>Digital Marketing Director</b>	<b>130k - 170k</b>	110k - 165k
<b>Digital Marketing Manager</b>	<b>75k - 95k</b>	66k - 90k
<b>Digital Marketing Executive</b>	<b>40k - 65k</b>	40k - 65k
<b>SEO Executive</b>	<b>45k - 65k</b>	40k - 65k
<b>PPC Executive</b>	<b>45k - 65k</b>	40k - 65k
<b>MARKETING FMCG</b>		
<b>Marketing Director</b>	<b>110k - 165k</b>	110k - 145k
<b>Marketing Manager</b>	<b>70k - 90k</b>	65k - 85k
<b>Brand Manager</b>	<b>60k - 80k</b>	55k - 80k
<b>Assistant Brand Manager</b>	<b>45k - 60k</b>	45k - 60k
<b>Category Analyst</b>	<b>45k - 60k</b>	45k - 60k
<b>MARKETING MEDICAL / PHARMA</b>		
<b>Marketing Director</b>	<b>110k - 165k</b>	110k - 165k
<b>Marketing Manager</b>	<b>70k - 90k</b>	65k - 90k
<b>Brand Manager</b>	<b>60k - 80k</b>	55k - 80k
<b>Product Manager</b>	<b>65k - 100k</b>	65k - 110k



# SALES AND MARKETING SALARIES

Sector	Dublin 2025	Dublin 2024
<b>SALES ICT</b>		
<b>Sales Director</b>	<b>120k - 160k</b>	95k - 160k
<b>Sales Manager</b>	<b>60k - 120k</b>	60k - 100k
<b>Corporate Account Manager</b>	<b>55k - 75k</b>	55k - 75k
<b>Account Manager</b>	<b>45k - 70k</b>	45k - 70k
<b>Account Executive</b>	<b>45k - 70k</b>	45k - 70k
<b>Internal Account Manager</b>	<b>35k - 65k</b>	40k - 70k
<b>Customer Success Director</b>	<b>120k - 160k</b>	110k - 160k
<b>Head of Customer Success</b>	<b>85k - 120k</b>	85k - 110k
<b>Customer Success Manager</b>	<b>55k - 85k</b>	50k - 85k
<b>Customer Success Executive</b>	<b>35k - 55k</b>	30k - 50k
<b>Telesales - Outbound</b>	<b>30k - 45k</b>	25k - 45k
<b>Telesales - Inbound</b>	<b>25k - 40k</b>	25k - 40k
<b>SALES FMCC</b>		
<b>Sales Director</b>	<b>110k - 160k</b>	95k - 150k
<b>National Sales Manager</b>	<b>75k - 110k</b>	75k - 110k
<b>Key Account Manager</b>	<b>50k - 75k</b>	45k - 75k
<b>Sales Representative</b>	<b>34k - 42k</b>	34k - 40k
<b>Merchandiser</b>	<b>30k - 38k</b>	30k - 38k
<b>Telesales</b>	<b>30k - 45k</b>	25k - 40k
<b>SALES MEDICAL / PHARMA</b>		
<b>Sales Director</b>	<b>120k - 170k</b>	95k - 160k
<b>National Sales Manager</b>	<b>75k - 110k</b>	75k - 110k
<b>Account Manager</b>	<b>50k - 85k</b>	45k - 80k
<b>Business Development Manager</b>	<b>50k - 85k</b>	55k - 85k
<b>Sales Representative</b>	<b>35k - 50k</b>	35k - 50k
<b>Telesales</b>	<b>30k - 45k</b>	25k - 40k



# LEGAL DIVISION



**Vicki Weinmann**  
Legal Division

+353 1 531 3745  
[vicki.weinmann@abrvia.ie](mailto:vicki.weinmann@abrvia.ie)

**In 2024, Ireland's corporate law firms have performed well, especially in areas with cross-border and high-value transactions.**

## 2024 in Review

Dublin remains the focal point for Ireland's corporate legal work, with major firms leading in areas such as mergers and acquisitions (M&A), private equity, and regulatory compliance. The leading firms are frequently handling transactions for international clients in sectors such as financial services, life sciences, and technology, capitalising on Ireland's appeal as a strategic location within the EU post-Brexit.

Top Irish law firms have reported robust growth driven by foreign direct investment, the ability to manage high value transactions across multiple jurisdictions and the ability to navigate regulatory changes. This demand has spurred competition for talent, especially in high-demand practice areas such as corporate, finance, regulation, energy and tax. However, the market has also faced challenges, including inflation and higher operational costs, which have led firms to focus on improving operational efficiency. Legal tech and automation are gaining traction, with organisations investing in tools to improve workflow efficiency and manage legal tasks more effectively.

The influx of new entrants into Dublin's legal sector, including large international firms, has intensified competition especially for mid-level associates with specialised expertise. Progressive career paths, commitment to continuous learning and development, hybrid working and of course salary and benefits are the key considerations for candidates considering new opportunities.

The In-House sector also saw an increase in demand for legal talent in 2024. This was driven by the expanding presence of multinational corporations and regulatory demands across sectors like technology, finance, pharmaceuticals, and life sciences. Dublin, as the country's primary legal hub, has seen the highest concentration of this demand, with many European and international companies establishing or expanding their legal departments in Ireland, to support both EU and global operations. Other cities, including Cork and Galway, are also experiencing growth in in-house legal roles as companies seek to diversify and distribute their operations.

The rise of technology and AI has created demand for in-house counsel who can manage data privacy concerns and AI regulatory compliance, with many companies now integrating cross-functional AI governance teams. In-house lawyers skilled in compliance, ESG (Environmental, Social, Governance), and sustainability are also particularly in demand.



### Expectations 2025

As we head into 2025, legal firms and departments are expected to continue focusing on specialisation, adaptability, and a commitment to sustainable practices and innovation. Demand for candidates particularly mid-level associates is expected to continue to grow. Law firms and In-House legal teams will need to emphasise flexibility, competitive compensation, and professional development to retain and attract the best talent.

### About Abrivia Legal Division

Abrivia Legal is headed up by Vicki Weinmann. Vicki has over 15 years of experience working within legal recruitment and financial services. Vicki has an excellent understanding of the legal recruitment sector and specialises in recruiting legal talent from Newly Qualified Solicitor to Partner level for both Private Practice and In-House Counsel roles.





# LEGAL DIVISION SALARIES

PQE	Dublin 2025	Dublin 2024
<b>TOP TIER LAW FIRMS DUBLIN</b>		
<b>Newly Qualified</b>	<b>75k - 78k</b>	75k
<b>1 year</b>	<b>84k - 86k</b>	82k - 86k
<b>2 years</b>	<b>92k - 95k</b>	90k - 92k
<b>3 years</b>	<b>102k - 104k</b>	98k - 104k
<b>4 years</b>	<b>107k - 108k</b>	105k - 108k
<b>5 years+</b>	<b>112k - 150k</b>	110k - 150k
<b>Salaried Partner</b>	<b>165k - 300k</b>	160k - 300k
<b>MID-TIER LAW FIRMS</b>		
<b>Newly Qualified</b>	<b>65k - 75k</b>	63k - 75k
<b>1 year</b>	<b>68k - 78k</b>	68k - 78k
<b>2 years</b>	<b>73k - 82k</b>	73k - 82k
<b>3 years</b>	<b>78k - 86k</b>	78k - 86k
<b>4 years</b>	<b>83k - 92k</b>	83k - 92k
<b>5 years+</b>	<b>90k - 120k</b>	90k - 120k
<b>Salaried Partner</b>	<b>130k - 180k</b>	130k - 180k
<b>IN-HOUSE LEGAL</b>		
<b>Newly Qualified</b>	<b>65k - 78k</b>	60k - 75k
<b>1-3 years</b>	<b>75k - 95k</b>	65k - 90k
<b>3-5 years</b>	<b>90k - 125k</b>	90k - 120k
<b>Senior Legal Counsel</b>	<b>110k - 150k</b>	110k - 150k
<b>General Counsel</b>	<b>150k - 300k</b>	150k - 300k

Figures are based on current market rates in Ireland and are subject to review and revision.

# TECHNOLOGY



**Sam Healy**  
Technology Division

+353 1 531 3733  
sam.healy@abrvia.ie

## Overview of the Tech Market in 2024

The tech market in 2024 faced unique challenges and changes, continuing trends from 2023. While the industry didn't see as many layoffs as last year, companies took a cautious approach to hiring. Many businesses prioritised stabilising their operations due to inflation, geopolitical uncertainty, and the rise of artificial intelligence (AI).

Tech companies have shifted focus from rapid expansion to sustainable growth. Venture capital funding dropped again this year, signaling less confidence in the industry. Despite these hurdles, Ireland has outperformed other European economies, thanks to its strong foundation in foreign investment. The elections just passed in both the US and Ireland can expect to shape economic and hiring trends in the tech space for 2025.

## Growth of Data Analytics and AI

Companies are placing more value on data, recognising its role in improving business strategies, customer interactions, and efficiency. Tools powered by AI are now being used to analyse large amounts of information in real-time. This has been especially important in industries like finance, retail, and supply chain, where quick decisions can significantly impact results.

As businesses realise the potential of AI and data analytics, there's an increasing demand for professionals with these skills. In 2025, these roles are expected to remain a key focus area as companies work to stay competitive.

## Upskilling Internal Talent

Rather than looking outside for specialised workers, many companies are investing in their current employees. This year, a noticeable trend was businesses training staff in cybersecurity and cloud computing, both of which are high-demand skills.

Cybersecurity is more important than ever, with digital threats on the rise and more regulations coming into play. At the same time, cloud computing is allowing companies to quickly scale operations without big infrastructure costs. Moving into 2025, companies are expected to mix internal training with external hiring to fill these critical roles.

## Working Arrangements

Hybrid and remote working models continue to be the most popular setups in the tech sector. Many workers prefer splitting their time between home and the office, often spending two days in the workplace each week.

However, some companies are exploring a full return to the office, citing challenges with company culture and productivity in hybrid environments. For example, Amazon plans to bring all employees back on-site full-time by early 2025. While this might influence others, the hybrid model is likely to remain dominant because of its flexibility and appeal to employees.



## Hiring Trends for 2025

- **AI and Automation Integration in Hiring Processes** - AI is playing a bigger role in how companies recruit talent. Tools like automated resume screening, AI-led interviews, and predictive analytics are making the hiring process faster and more efficient. These technologies also help businesses source a more diverse range of candidates, supporting inclusion goals and improving the overall recruitment experience.
- **Focus on DEI (Diversity, Equity, and Inclusion)** - companies are putting more emphasis on creating diverse teams. Job seekers in tech value employers who actively support inclusion. This means reducing bias during hiring, using structured interviews, and focusing on skills rather than background. These practices make for fairer recruitment and help build stronger teams.
- **Skills-Based Hiring** - hiring based on specific skills rather than formal qualifications is gaining traction. This allows companies to tap into a broader talent pool, welcoming people who may not have traditional degrees but possess the right abilities. Skills-based hiring is practical, speeds up recruitment, and ensures employees are valued for what they can do, not just their credentials.
- **Increase in Demand for Sustainability Expertise** - sustainability is becoming a priority for tech companies. There's a growing demand for developers who understand "green coding," which focuses on writing efficient code that uses less energy. Businesses also value expertise in energy-saving technologies and sustainable practices, aligning their goals with environmental and cost-saving initiatives.
- **Remote-First and Hybrid Workplaces** - while fully remote roles are slightly decreasing, hybrid work remains a strong preference among tech professionals. Companies that offer flexibility are better positioned to attract top talent, as many workers see adaptable work environments as essential for job satisfaction and commitment.

## Employee Benefits Summary

Employee benefits play a huge role in attracting and keeping top talent. Based on surveys, the most important perks for workers in 2024 were flexibility, healthcare, bonuses, pensions, and shares.

- **Flexibility** - is no longer just a nice-to-have—it's a must. Hybrid work models, which combine in-office and remote work, continue to appeal to tech talent.
- **Wellness Programs** - programs supporting mental health, fitness, and work-life balance are becoming key differentiators for employers. These initiatives show employees that their overall well-being is valued.
- **Educational Allowances** - tech workers value growth opportunities. Companies offering professional development, such as funding for certifications or training, not only attract talent but also retain it by fostering loyalty.
- **Career Growth Opportunities** - workers want clear career paths. Outlining potential growth opportunities during the hiring process helps employers stand out and reassures candidates about their future in the company.
- **Gender Imbalance in Tech** - the gender gap in tech remains a challenge, but mentorship programs are making a difference. Supporting underrepresented groups can open doors for new talent and build a more diverse workforce. Partnering with these initiatives is a great way for companies to connect with skilled candidates and foster lasting change.

Despite ongoing challenges, Ireland's tech sector is poised for a positive year ahead. The anticipated stabilisation of global markets, combined with the resilience of Ireland's economy, suggests renewed growth in hiring and investment. As companies adapt to the changing landscape, strategies that prioritise innovation, inclusivity, and flexibility will be key to navigating the ever-evolving tech talent market. This guide serves as a valuable resource for understanding the current trends and preparing for the opportunities and challenges ahead.



# TECHNOLOGY SALARIES

Sector	Dublin 2025	Dublin 2024
<b>MANAGERIAL</b>		
<b>CTO</b>	<b>150k - 250k</b>	140k - 245k
<b>CPO</b>	<b>150k - 250k</b>	140k - 245k
<b>CDO</b>	<b>150k - 230k</b>	145k - 225k
<b>VP of Software Engineering</b>	<b>165k - 220k</b>	150k - 205k
<b>Director of Software Engineering</b>	<b>150k - 170k</b>	145k - 160k
<b>Head of Software Engineering</b>	<b>140k - 160k</b>	135k - 155k
<b>Head of Data Engineering</b>	<b>135k - 160k</b>	130k - 150k
<b>Head of Data Science</b>	<b>125k - 155k</b>	120k - 150k
<b>QA/DEVOPS</b>		
<b>QA/ Test Manager</b>	<b>100k - 118k</b>	95k - 115k
<b>QA/ Test Lead</b>	<b>88k - 95k</b>	85k - 90k
<b>Senior QA Automation Engineer</b>	<b>75k - 85k</b>	70k - 80k
<b>Software Test/ QA Engineer</b>	<b>50k - 65k</b>	45k - 60k
<b>QA Automation Engineer</b>	<b>63k - 70k</b>	60k - 65k
<b>Performance Analyst</b>	<b>55k - 60k</b>	50k - 55k
<b>Cloud Architect</b>	<b>100k - 110k</b>	95k - 105k
<b>Senior Cloud Engineer</b>	<b>88k - 95k</b>	85k - 90k
<b>Cloud Engineer</b>	<b>70k - 80k</b>	65k - 75k
<b>Lead DevOps Engineer</b>	<b>107k - 118k</b>	105k - 115k
<b>Principal DevOps Engineer</b>	<b>108k - 118k</b>	105k - 115k
<b>Senior DevOps Engineer</b>	<b>87k - 100k</b>	85k - 95k
<b>DevOps Engineer</b>	<b>75k - 82k</b>	70k - 80k
<b>Principal Site Reliability Engineer</b>	<b>112k - 122k</b>	110k - 120k
<b>Senior Site Reliability Engineer</b>	<b>95k - 106k</b>	90k - 105k
<b>Site Reliability Engineer</b>	<b>78k - 88k</b>	75k - 85k
<b>System Admin</b>	<b>60k - 70k</b>	55k - 65k



# TECHNOLOGY SALARIES

Sector	Dublin 20k25	Dublin 20k24
<b>DATA ANALYTICS/ DATA ENGINEERING</b>		
<b>Data Architect</b>	<b>100k - 115k</b>	95k - 110k
<b>Data Engineer</b>	<b>65k - 79k</b>	60k - 75k
<b>Senior Data Engineer</b>	<b>85k - 95k</b>	80k - 90k
<b>Big Data Developer</b>	<b>73k - 79k</b>	70k - 75k
<b>Senior Big Data Developer</b>	<b>92k - 100k</b>	90k - 95k
<b>Senior Database Administrator</b>	<b>81k - 90k</b>	75k - 85k
<b>Database Administrator</b>	<b>65k - 70k</b>	60k - 65k
<b>Data Analyst</b>	<b>39k - 49k</b>	35k - 45k
<b>Senior Data Analyst</b>	<b>64k - 70k</b>	60k - 65k
<b>Data Scientist</b>	<b>70k - 80k</b>	65k - 75k
<b>Senior Data Scientist</b>	<b>89k - 100k</b>	85k - 95k
<b>Senior Machine Learning Engineer</b>	<b>90k - 100k</b>	85k - 95k
<b>Machine Learning Engineer</b>	<b>79k - 85k</b>	75k - 80k
<b>Database Developer( Oracle/ SQL Server)</b>	<b>65k - 76k</b>	60k - 70k
<b>Senior Database Developer( Oracle/ SQL Server)</b>	<b>83k - 90k</b>	80k - 85k
<b>BI Manager</b>	<b>105k - 119k</b>	100k - 115k
<b>BI Consultant</b>	<b>75k - 85k</b>	70k - 80k
<b>BI Developer</b>	<b>75k - 85k</b>	70k - 80k
<b>BI Architect</b>	<b>100k - 110k</b>	95k - 100k
<b>AI Data Engineer</b>	<b>75k - 85k</b>	70k - 80k
<b>MLOps Engineer</b>	<b>80k - 89k</b>	75k - 85k



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# ABRIVIA

Futures Secured

Abrivia  
Recruitment Specialists  
17 Upper Mount Street  
Dublin 2, Ireland

+353 1 531 3720  
[info@abrvia.ie](mailto:info@abrvia.ie)  
[www.abrvia.ie](http://www.abrvia.ie)