

Salary Survey 2008



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Temporary & Contract

JOB TITLE	DUBLIN € p/h	CORK € p/h	BELFAST £ p/h
Office Manager	15.00 - 18.00	13.00 - 15.00	11.00 - 14.00
Office Junior	10.00 - 11.00	9.00 - 9.50	6.00 - 7.00
Senior PA/Executive Assistant	15.00 - 18.00	13.00 - 15.00	8.50 - 10.00
Junior PA/Executive Assistant	12.00 - 15.00	11.00 - 13.00	6.50 - 7.50
Receptionist (3-5 years' exp.)	14.00 - 16.00	12.00 - 13.00	7.50 - 8.00
Receptionist (0-2 years' exp.)	10.00 - 13.00	10.00 - 12.00	6.00 - 7.00
Administrator (5-7 years' exp.)	15.00 - 18.00	13.00 - 14.00	7.00 - 9.00
Administrator (0-2 years' exp.)	10.00 - 13.00	9.00 - 11.00	6.50 - 7.00
Secretary/Team Secretary	13.00 - 15.00	11.00 - 13.00	8.00 - 9.00
Data Entry	11.00 - 13.00	9.00 - 11.00	6.00 - 7.00
Telesales Reps.	13.00 - 15.00	10.00 - 12.00	7.00 - 8.00
Customer Service Reps.	12.00 - 14.00	9.00 - 11.00	7.00 - 8.00
Dicta Typists	15.00 - 16.00	11.00 - 13.00	7.00 - 8.00
Medical Secretary	15.00 - 17.00	11.00 - 13.00	7.00 - 8.50
Legal Secretary	15.00 - 20.00	11.00 - 13.00	7.00 - 9.00

REPUBLIC OF IRELAND

Salaries within the temporary/contract market have been gradually increasing over the last 12 months in Dublin, particularly at senior levels. Data entry, customer service and receptionist salaries have remained consistent in 2007.

The increase has been most notable at PA level. This market is extremely buoyant at present, and candidates may command impressive hourly rates at this level, especially for longer term contracts.

The buoyancy of the market in 2007 looks set to continue throughout 2008, as the demand for both short term and long term temps are both on the increase. The number of candidates considering temping as a long term career option and lifestyle choice is also on the increase. Candidates either relocating back to Ireland or indeed moving to Ireland for the first time are very keen to temp in order to get a feel for the Irish market, gain exposure to a variety of systems and products, and ultimately augment their marketability. Companies are continuing to seek flexible staffing solutions in order to cover peak periods and projects throughout the calendar year.

NORTHERN IRELAND

In recent years, the temporary and long term contract market in Northern Ireland has witnessed a dramatic change, as employers become increasingly aware of the benefits of employing contract staff to bridge the gaps exposed by maternity leave and sickness absences, in addition to the normal holiday cover.

The flexibility, choice and variety of experience that can be achieved by fulfilling temporary, contract or interim management positions means that this is an increasingly popular career choice for many professionals. The skills and expertise offered by temps and professional contractors are highly valued by a wealth of organisations and many of them see the engagement of short-term expertise as a key element of their recruitment strategy.

Demand for temporary staff is at its greatest during peak holiday periods due to the strong Northern Ireland market and the increase in permanent employment opportunities. This can lead to a shortage of candidates for particular areas especially within the legal and public sectors, which in turn has led to an increase in salary levels.

Office Support

JOB TITLE	DUBLIN €	CORK €	BELFAST £
PA & SECRETARIAL			
Executive/CEO Assistant	45,000 - 60,000	35,000 - 40,000	22,000 - 27,000
Personal Assistant (3-6 years' exp.)	35,000 - 45,000	29,000 - 35,000	18,000 - 25,000
Personal Assistant (0-3 years' exp.)	25,000 - 35,000	25,000 - 29,000	14,000 - 18,000
Secretary (3-6 years' exp.)	30,000 - 38,000	25,000 - 29,000	17,000 - 20,000
Secretary (0-3 years' exp.)	23,000 - 30,000	21,000 - 25,000	14,000 - 16,500
Team Secretary	25,000 - 38,000	25,000 - 29,000	16,000 - 18,000
Medical Secretary	28,000 - 40,000	25,000 - 30,000	14,000 - 18,000
Site Secretary	28,000 - 38,000	23,000 - 28,000	16,000 - 18,000
Word Processor	25,000 - 40,000	20,000 - 25,000	10,500 - 12,000
LEGAL SUPPORT			
Legal PA	40,000 - 45,000	30,000 - 35,000	18,000 - 22,000
Legal Secretary (3-6 years' exp.)	35,000 - 40,000	25,000 - 30,000	17,000 - 20,000
Legal Secretary (0-3 years' exp.)	27,000 - 35,000	20,000 - 25,000	14,000 - 16,000
Legal Administrator/Receptionist	25,000 - 30,000	20,000 - 23,000	12,000 - 14,000
Typist	25,000 - 40,000	20,000 - 23,000	12,000 - 14,000
OFFICE ADMINISTRATION			
Operations Manager	45,000 - 60,000	32,000 - 38,000	25,000 - 35,000
Project Manager	35,000 - 50,000	28,000 - 35,000	20,000 - 25,000
Project Administrator	28,000 - 35,000	23,000 - 28,000	14,000 - 16,000
Office Manager (3-6 years' exp.)	32,000 - 50,000	28,000 - 35,000	18,000 - 20,000
Office Manager (0-3 years' exp.)	25,000 - 32,000	23,000 - 28,000	16,000 - 18,000
Senior Administrator (3-6 years' exp.)	28,000 - 35,000	24,000 - 28,000	14,000 - 16,000
Administrator (0-3 years' exp.)	23,000 - 28,000	20,000 - 24,000	12,000 - 14,000
Office Junior	20,000 - 23,000	18,000 - 20,000	10,000 - 12,000
Events Co-ordinator	25,000 - 35,000	20,000 - 26,000	14,000 - 16,000
Purchasing Administrator	26,000 - 35,000	21,000 - 26,000	14,000 - 16,000
Shipping Clerk	22,000 - 30,000	21,000 - 26,000	13,000 - 14,500
Data Entry Operator	20,000 - 25,000	18,000 - 24,000	11,000 - 13,000
OFFICE SUPPORT/ADMINISTRATION			
Receptionist (3-6 years' exp.)	28,000 - 35,000	23,000 - 28,000	14,000 - 17,000
Receptionist (0-3 years' exp.)	22,000 - 27,000	21,000 - 23,000	12,000 - 14,000
Switchboard Operator	24,000 - 28,000	20,000 - 24,000	12,000 - 15,000

To maintain a competitive edge in the current market, employers are adding soft benefits to packages such as flexitime and educational assistance. This trend seems set to continue over 2008, with employers also tending to increase the basic salaries of longer standing staff members in order to incentivise loyalty.

Other changes within this current fast paced economy mean that the traditional generic "administrator" position is rapidly disappearing to be replaced by more specialist roles such as project administrators, dedicated PA's and event co-ordinators. This in turn has led to an average increase in salaries of 5 - 10% for what are seen as specialised roles.

Office Support

JOB TITLE	DUBLIN €	CORK €	BELFAST £
FACILITIES/MAILROOM			
Facilities Manager	40,000 - 70,000	40,000 - 65,000	22,000 - 28,000
Facilities Supervisor	30,000 - 40,000	30,000 - 40,000	16,000 - 18,000
Facilities Administrator	21,000 - 35,000	22,000 - 30,000	13,000 - 16,000
Mailroom Manager	28,000 - 40,000	25,000 - 32,000	15,000 - 18,000
Mailroom Supervisor	24,000 - 28,000	22,000 - 25,000	13,000 - 15,000
Mailroom Clerk	20,000 - 24,000	18,000 - 22,000	11,000 - 13,000
Document Controller	20,000 - 30,000	22,000 - 28,000	14,000 - 16,000
CUSTOMER SERVICE			
Call Centre Manager	75,000 - 100,000	70,000 - 90,000	25,000 - 35,000
Customer Service Manager	40,000 - 55,000	35,000 - 40,000	20,000 - 25,000
Customer Service Team Lead	30,000 - 40,000	28,000 - 35,000	16,000 - 19,000
Customer Service Agent (3-6 years' exp.)	26,000 - 30,000	24,000 - 28,000	14,000 - 16,000
Customer Service Agent (0-3 years' exp.)	20,000 - 26,000	19,000 - 24,000	12,000 - 14,000
Order Entry Manager	30,000 - 35,000	25,000 - 32,000	18,000 - 20,000
Order Entry Clerk	20,000 - 25,000	18,000 - 22,000	14,000 - 16,000

There has been a high demand for experienced personal assistants throughout 2007. Vacancies have ranged from junior roles to the more experienced individuals supporting the executive level of the market.

Demand for PA roles in Dublin has surged in 2007. This is particularly evident within the financial services and corporate sectors where there seems to be a higher requirement for corporate secretaries who possess an average of 2 or 3 years' secretarial experience.

The demand for legal secretaries has created a candidate driven market. Legal secretaries are in a favourable position as there is a constant need for their skills in the Irish market. This has enabled experienced legal secretaries to demand high salaries as they move from one law firm to another. Law firms are now looking at ways to improve staff retention. Employers often maintain their competitive edge by increasing salaries and benefits, paying over-time for longer working hours or by improving working environments and offering extra on-site benefits such as subsidised canteen, gym and social facilities.

Retail

JOB TITLE	DUBLIN €	ROI €
FOOD MULTIPLES		
Area Manager	60,000 - 70,000	60,000 - 70,000
Store Manager	45,000 - 55,000	40,000 - 50,000
Assistant Manager	38,000 - 45,000	35,000 - 40,000
Department/Section Manager	30,000 - 38,000	28,000 - 35,000
Supervisor	28,000 - 30,000	26,000 - 30,000
Cashier	24,000 - 26,000	22,000 - 26,000
CONVENIENCE/FORECOURT		
Area Manager	40,000 - 50,000	40,000 - 50,000
Retail Operations Advisor	40,000 - 45,000	40,000 - 45,000
Store Manager	30,000 - 40,000	28,000 - 35,000
Assistant Manager	25,000 - 30,000	24,000 - 28,000
NON FOOD MULTIPLES		
Area Manager	60,000 - 70,000	60,000 - 70,000
Store Manager	45,000 - 55,000	40,000 - 50,000
Assistant Manager	38,000 - 45,000	35,000 - 40,000
Department/Section Manager	30,000 - 38,000	28,000 - 35,000
Supervisor	28,000 - 30,000	26,000 - 30,000
Cashier	24,000 - 26,000	22,000 - 26,000
ELECTRICAL/TELECOMS/PHARMACUETICAL		
Area Manager	40,000 - 45,000	40,000 - 45,000
Store Manager	35,000 - 40,000	28,000 - 35,000
Assistant Manager	25,000 - 30,000	22,000 - 28,000
HEAD OFFICE ROLES		
Operations Manager	55,000 - 65,000	55,000 - 65,000
Buyer	50,000 - 60,000	50,000 - 60,000
Assistant Buyer	35,000 - 40,000	35,000 - 40,000
Buying Administrator	24,000 - 28,000	24,000 - 28,000
Inventory Manager	35,000 - 40,000	35,000 - 40,000

REPUBLIC OF IRELAND

Industry sources expect that competition in the Dublin and Cork retail markets will become increasingly intense over the next few years, given the scale of these two markets in national terms and the level of disposable income in those areas. Forecourt retailing is also developing rapidly in Ireland through the development of linkages between petrol companies and symbol groups and the branding of the forecourt shops. This type of development has witnessed huge growth of employment figures over the last few years and we anticipate that this trend will continue for several years to come, offering both part-time and full-time jobs.

The spread of retailers from other countries throughout Ireland has been linked very closely with the construction of the large shopping centres throughout the country. These shopping centres provide perhaps the easiest opportunities for foreign retailers to obtain large units with car parking, in both town centre and suburban locations. As commuter belts grow even wider and as decentralisation occurs, more and more retailers are opening in locations other than major cities, providing excellent opportunities for jobs within retail.

Salaries have increased across all retail sectors in 2007, with many employers offering new commission and bonus incentive schemes. The contributing factors to this increase include the rise in the number of retailers operating in Ireland and the intensification of competition within the marketplace, making it more difficult for employers to attract and retain good staff. Employees within this industry are also far less transient given that their current employers are now offering clearly defined career paths. An increase in the amount of large shopping centres means employers have access to competitors' staff, and employees are being enticed to move stores by higher salaries. There has been a general increase across the board in both the size of stores and also in the amount of stores in a chain, which has led to the development of more senior, regional and operational roles in Ireland.

Retail

JOB TITLE	DUBLIN €	ROI €
FASHION - HIGH STREET		
Area Manager	40,000 - 50,000	40,000 - 50,000
Regional Visual Merchandiser	35,000 - 45,000	35,000 - 45,000
Store Manager	30,000 - 40,000	28,000 - 38,000
Assistant Manager	25,000 - 30,000	20,000 - 28,000
Head Cashier	26,000 - 32,000	25,000 - 30,000
Supervisor/Sales Manager	22,000 - 25,000	20,000 - 22,000
Brand Managers	26,000 - 29,000	26,000 - 29,000
Stylists/Personal Shopper	26,000 - 30,000	26,000 - 30,000
FASHION - RETAIL PARKS		
Area Manager	50,000 - 60,000	50,000 - 60,000
Store Manager	40,000 - 50,000	35,000 - 45,000
Assistant Manager	35,000 - 40,000	30,000 - 40,000
Department Manager	32,000 - 36,000	30,000 - 35,000
Floor Managers	28,000 - 32,000	25,000 - 30,000
Head Cashier	26,000 - 32,000	25,000 - 30,000
Supervisor	22,000 - 28,000	22,000 - 28,000
DEPARTMENT STORES		
Area Manager	60,000 - 70,000	60,000 - 70,000
Store Manager	45,000 - 55,000	40,000 - 50,000
Assistant Manager	40,000 - 45,000	38,000 - 42,000
Department Manager	38,000 - 42,000	35,000 - 38,000
Concession Manager	30,000 - 35,000	28,000 - 32,000
Brand Manager	28,000 - 32,000	26,000 - 29,000
Visual Merchandiser	25,000 - 30,000	25,000 - 30,000
	PER HOUR	PER HOUR
Full-Time Sales Consultant	10.00 - 12.00	10.00 - 12.00
Part-Time Sales Consultant	8.00 - 10.00	8.00 - 10.00

The changes in the retail sector in Ireland mirror the huge surge in consumer spending. With rising demand for luxury goods to be available locally, this has meant that luxury organisations are keen to cash in on the readily waiting market.

There has been a rapid increase in luxury retailing in Ireland, which has also led to an increase in demand for specialist employees. Many leading luxury and designer brands within fashion, footwear, accessories, jewellery and specialist interior retailers have opened new concession and stand alone outlets over the last 12-18 months.

Our forecast for the retail sector in 2008 is one of sustained growth due to continual development of new shopping centres all over Ireland, and the arrival of more and more European and American brands into the marketplace.

Sales & Marketing - Dublin

JOB TITLE	DUBLIN SALARY €	DUBLIN OTE €
IT SALES (1-4 YEARS' EXP.)		
Account Manager	30,000 - 45,000	50,000 - 70,000
Field Sales	30,000 - 45,000	50,000 - 70,000
Internal Sales	23,000 - 30,000	30,000 - 40,000
Telemarketing	20,000 - 25,000	28,000 - 33,000
FMCG SALES (1-4 YEARS' EXP.)		
Field Sales	26,000 - 40,000	30,000 - 46,000
Van Sales	22,000 - 35,000	30,000 - 40,000
Merchandiser	20,000 - 25,000	25,000 - 30,000
SERVICE & OTHER SECTORS (1-4 YEARS' EXP.)		
Key Account Manager	35,000 - 50,000	50,000 - 70,000
Field Sales Executive	30,000 - 40,000	40,000 - 60,000
Telesales Executive	23,000 - 28,000	30,000 - 40,000
SALES SUPPORT		
Sales Admin (3-5 years' exp.)	32,000 - 40,000	N/A
Sales Admin (0-3 years' exp.)	24,000 - 32,000	N/A
MARKETING (1-4 YEARS' EXP.)		
Marketing Executive	28,000 - 40,000	N/A
Marketing Assistant	23,000 - 32,000	N/A
PR Executive	25,000 - 35,000	N/A
Brand Manager	50,000 - 70,000	N/A
Assistant Brand Manager	28,000 - 40,000	N/A

The FMCG sector has witnessed only a marginal upward movement in salaries this year. The use of centralised distribution by large multiples has had a knock on effect for junior sales staff coming into the sector. The overall packages include company car, lunch allowances, pension and healthcare, making it an attractive offering for junior staff. Bonuses range from 10% - 20% on the basic salary.

In the IT sales market, there is a continued demand for candidates with strong knowledge of both software and hardware. Employers are placing greater emphasis on commission when structuring remuneration packages.

Sectors such as manufacturing and distribution apply more flexibility with regard to the type of background and experience acquired by a sales professional, making the candidates easier to source. This in turn has had an impact on salaries, and has seen the market rate grow in terms of standard inflation figures. Depending on the size of the organisation, the overall packages include company car, benefits and opportunity for 30%-40% commission on top of salary.

Sales & Marketing - Cork

JOB TITLE	CORK SALARY €	CORK OTE €
IT SALES (1-4 YEARS' EXP.)		
Account Manager	28,000 - 42,000	45,000 - 65,000
Field Sales	27,000 - 42,000	45,000 - 65,000
Internal Sales	22,000 - 28,000	30,000 - 40,000
Telemarketing	20,000 - 25,000	28,000 - 33,000
FMCG SALES (1-4 YEARS' EXP.)		
Field Sales	22,000 - 38,000	26,000 - 45,000
Van Sales	20,000 - 30,000	25,000 - 38,000
Merchandiser	20,000 - 24,000	25,000 - 28,000
SERVICE & OTHER SECTORS (1-4 YEARS' EXP.)		
Key Account Manager	32,000 - 45,000	45,000 - 65,000
Field Sales Executive	26,000 - 38,000	40,000 - 55,000
Telesales Executive	20,000 - 25,000	30,000 - 40,000
SALES SUPPORT		
Sales Admin (3-5 years' exp.)	30,000 - 38,000	N/A
Sales Admin (0-3 years' exp.)	22,000 - 30,000	N/A
MARKETING (1-4 YEARS' EXP.)		
Marketing Executive	25,000 - 38,000	N/A
Marketing Assistant	20,000 - 30,000	N/A
PR Executive	23,000 - 35,000	N/A
Brand Manager	40,000 - 60,000	N/A
Assistant Brand Manager	26,000 - 38,000	N/A

In 2007, there was a strong demand for sales professionals across most sectors in Cork and generally in the Munster region.

Employers have continued to create attractive benefit packages, including increased commission structures to compete for the best candidates. We expect 2008 to continue in a similar manner as employers are forecasting strong sales performances.

Sales & Marketing - Belfast

JOB TITLE	BELFAST SALARY £	BELFAST OTE £
IT SALES (1-4 YEARS' EXP.)		
Account Manager	20,000 - 30,000	30,000 - 40,000
Field Sales	18,000 - 30,000	38,000 - 45,000
Internal Sales	15,000 - 20,000	25,000 - 30,000
Telemarketing	13,000 - 17,000	20,000 - 24,000
FMCG SALES (1-4 YEARS' EXP.)		
Field Sales	20,000 - 30,000	30,000 - 40,000
Van Sales	14,000 - 17,000	20,000 - 25,000
Merchandiser	14,000 - 19,000	18,000 - 23,000
SERVICE & OTHER SECTORS (1-4 YEARS' EXP.)		
Key Account Manager	25,000 - 35,000	35,000 - 45,000
Field Sales Executive	20,000 - 25,000	25,000 - 35,000
Telesales Executive	15,000 - 18,000	20,000 - 25,000
SALES SUPPORT		
Sales Admin (3-5 years' exp.)	18,000 - 25,000	N/A
Sales Admin (0-3 years' exp.)	15,000 - 18,000	N/A
MARKETING (1-4 YEARS' EXP.)		
Marketing Executive	15,000 - 20,000	N/A
Marketing Assistant	14,000 - 18,000	N/A
PR Executive	15,000 - 20,000	N/A
Brand Manager	20,000 - 30,000	N/A
Assistant Brand Manager	18,000 - 24,000	N/A

Due to Northern Ireland's current economy, the key areas of growth in the sales and marketing arena continue to be in the biotechnological, FMCG and ICT industries. Early investor success has encouraged companies in the ICT and biotechnological sectors to locate and expand their operations in Northern Ireland. This has created a wealth of recruitment opportunities. Within these industries there has been a high demand for sales professionals and leaders to drive the business forward and we anticipate that this trend will continue well into 2008.

In the FMCG sector, the large multiples are having a major impact on sales recruitment. While there has been an increase in job opportunities in this sector, employers continue to focus on individuals with industry experience in order to strengthen their existing sales teams.

Northern Ireland's competitive financial incentives to start up companies have also resulted in an increase in marketing roles. There has been a large increase in the number of brand manager and marketing executive roles coming onto the market, and this is set to continue throughout 2008.

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This survey was conducted by Brightwater Support in October 2007. Companies from SME businesses to blue chip organisations participated in this survey. It is anticipated that this information will reflect the whole of the ROI and Northern Ireland market for the year October 2007 to November 2008.

