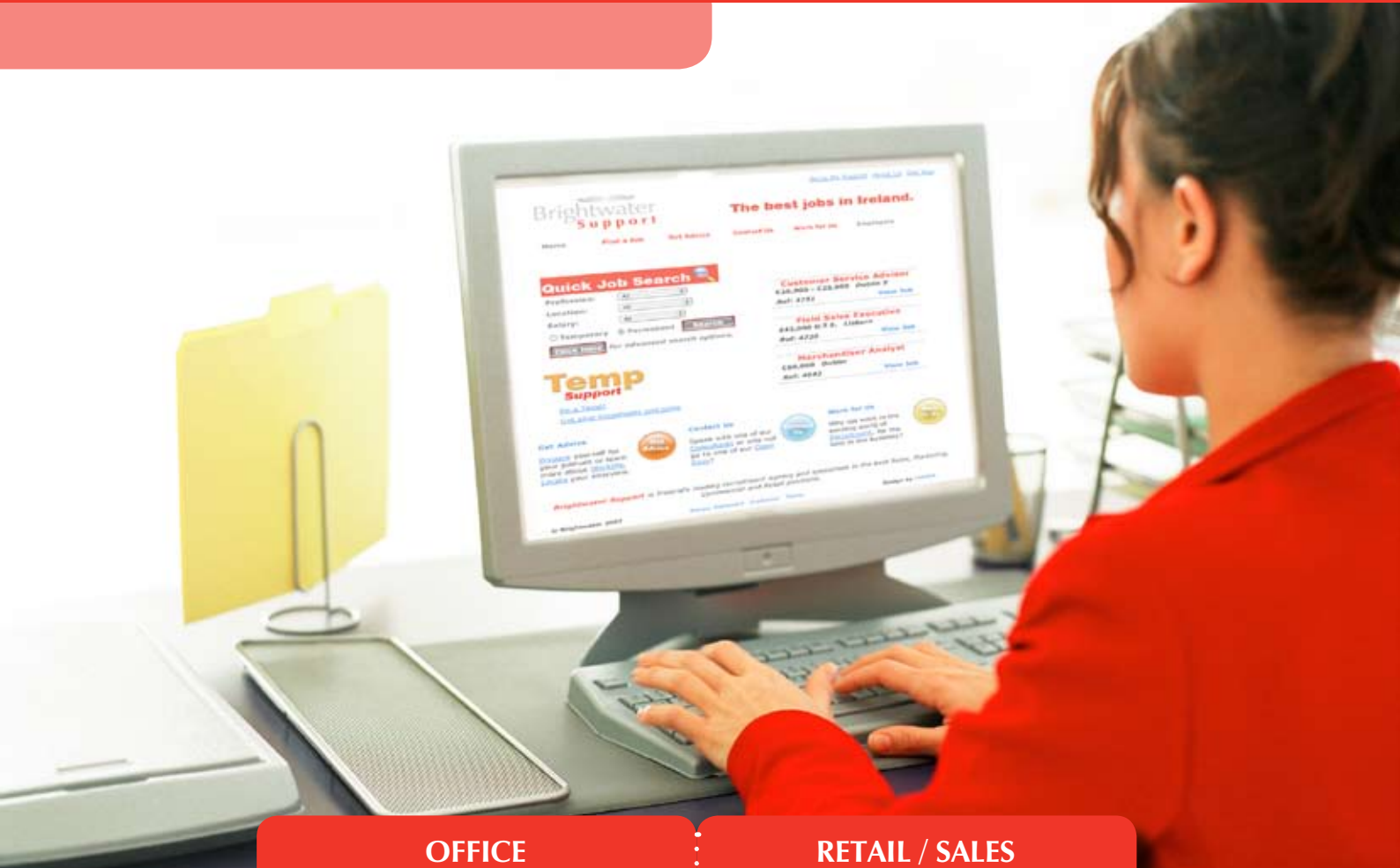


Salary Survey 2010



OFFICE

Office Support - Temporary
Office Support - Permanent

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RETAIL / SALES

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Sales & Marketing

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2010 Salary Survey

2009 has proved an extraordinary year for both the public and private sector. Due to large scale redundancies and market conditions, there was a marked drop in salaries and benefits early on in the year and in an unprecedented move, the Brightwater Group issued two versions of the 2009 Salary Survey, the figures reflecting the change in the jobs market.

The main trend for the last quarter of 2009 and heading into 2010 that we have witnessed is companies using temporary staff particularly in the office support and administration sectors where employers are trying to fill gaps but not necessarily add to their head count until business has improved.

Now that market conditions have improved somewhat throughout the year, there is some optimism for 2010 across the majority of sectors. It has become very much an employers' market and salaries have become much more realistic and in line with what companies can afford to pay.

If you have any questions on our Salary Survey 2010, please do not hesitate to contact us at info@brightwatersupport.com

Barbara McGrath
Operations Director

OFFICE SUPPORT - TEMPORARY & CONTRACT

OFFICE & SECRETARIAL

JOB TITLE	DUBLIN € p/h	ROI € p/h	NI £ p/h
Office Manager	21.00 - 28.00	20.00 - 27.00	15.88 - 19.05
Office Junior	14.00 - 17.00	14.00 - 16.00	8.75 - 9.55
Senior PA / Executive Assistant	25.00 - 32.00	23.00 - 28.00	13.50 - 19.05
Junior PA / Executive Assistant	21.00 - 24.00	20.00 - 25.00	10.30 - 11.95
Receptionist (3-5 years' exp.)	18.00 - 23.00	17.00 - 22.00	11.10 - 12.75
Receptionist (0-2 years' exp.)	16.00 - 19.00	16.00 - 19.00	9.55 - 10.80
Administrator (3-5 years' exp.)	18.00 - 23.00	17.00 - 22.00	11.10 - 12.75
Administrator (0-2 year's exp.)	16.00 - 19.00	16.00 - 18.00	9.55 - 10.35
Secretary	19.00 - 23.00	18.00 - 21.00	11.90 - 13.50
Team Secretary	18.00 - 22.00	17.00 - 22.00	13.50 - 15.10
Medical Secretary	20.00 - 23.00	19.00 - 22.00	11.10 - 12.75
Legal Secretary	21.00 - 25.00	20.00 - 24.00	12.75 - 15.90
Audio Typist	18.00 - 22.00	17.00 - 20.00	11.90 - 12.75

CUSTOMER SERVICE & ADMINISTRATION

JOB TITLE	DUBLIN € p/h	ROI € p/h	NI £ p/h
Helpdesk Administrator (>3 years' exp.)	N/A	N/A	11.90 - 12.75
Helpdesk Administrator (<3 years' exp.)	N/A	N/A	10.30 - 11.95
Customer Service Representative	17.00 - 22.00	16.00 - 21.00	9.55 - 11.10
Data Entry Administrator	15.00 - 19.00	15.00 - 18.00	8.75 - 9.55
Sales Administrator	18.00 - 25.00	17.00 - 23.00	11.10 - 13.50

The above rates are inclusive of the candidate's pay, employer's PRSI/NI, holiday pay, payroll charges and Brightwater's management fee.

The Irish and Northern Irish economy has been hit heavily by the current economic climate. While unemployment has risen quickly and redundancies are commonplace, the job market continues to run albeit at a slower pace. Companies are still recruiting on a temporary basis to backfill essential roles to support growth which is slowly returning to the market.

Many organizations particularly in the current climate are using the flexibility that temporary workers offer for completing projects, or filling in on a week to week basis.

There are now some superb candidate skill sets available within the administration area from a temporary and contract basis, which employers are now starting to use to plug areas where they may have had gaps over the last year.

In 2009, the Northern Ireland market was dictated by an increase of employing interim temporary staff, rather than employing permanent staff. This flow of temporary staff continued throughout all sectors due to the fact of availability of such candidates in the market place, flexibility and the skill base available of support staff ranging from junior to senior level positions.

Throughout the year it appears temporary requirements have overtaken the need to employ permanent staff and continues to do so. Salaries have not fluctuated as a result but it would appear that the number of temporary support staff employed in the workplace is rising at the expense of permanent jobs.

Our forecast for the coming year is that companies will begin to rely more heavily on the temporary/contract option until the market returns to a more sustainable level.

OFFICE SUPPORT - PERMANENT

PA & SECRETARIAL

JOB TITLE	DUBLIN €	ROI €	NI £
Executive / CEO Assistant	38,000 - 45,000	35,000 - 40,000	21,000 - 27,000
Personal Assistant (>5 years' exp.)	30,000 - 40,000	30,000 - 38,000	18,000 - 25,000
Personal Assistant (3-5 years' exp.)	28,000 - 34,000	26,000 - 32,000	16,000 - 20,000
Personal Assistant (<3 years' exp.)	24,000 - 28,000	23,000 - 26,000	13,000 - 16,000
Secretary (>5 years' exp.)	30,000 - 35,000	28,000 - 32,000	16,000 - 20,000
Secretary (3-5 years' exp.)	25,000 - 30,000	23,000 - 28,000	13,000 - 16,000
Secretary (<3 years' exp.)	23,000 - 26,000	20,000 - 25,000	12,000 - 15,000
Team Secretary	24,000 - 32,000	23,000 - 30,000	15,000 - 18,000
Medical Secretary	25,000 - 30,000	23,000 - 28,000	14,000 - 17,000
Site Secretary	25,000 - 30,000	20,000 - 26,000	14,000 - 17,000

LEGAL SUPPORT

JOB TITLE	DUBLIN €	ROI €	NI £
Legal PA	32,000 - 40,000	30,000 - 35,000	18,000 - 25,000
Legal Secretary (>5 years' exp.)	30,000 - 35,000	28,000 - 33,000	16,000 - 21,000
Legal Secretary (3-5 years' exp.)	28,000 - 32,000	26,000 - 30,000	12,000 - 16,000
Legal Secretary (<3 years' exp.)	24,000 - 28,000	23,000 - 27,000	10,000 - 14,000
Legal Administrator / Receptionist	22,000 - 26,000	22,000 - 25,000	10,000 - 13,000
Typist	24,000 - 28,000	22,000 - 25,000	10,000 - 14,000

OFFICE ADMINISTRATION

JOB TITLE	DUBLIN €	ROI €	NI £
Office Manager (>5 years' exp.)	28,000 - 40,000	28,000 - 37,000	18,000 - 25,000
Office Manager (<5 years' exp.)	25,000 - 32,000	23,000 - 30,000	16,000 - 20,000
Senior Administrator (>3 years' exp.)	24,000 - 30,000	23,000 - 28,000	16,000 - 18,000
Administrator (<3 years' exp.)	20,000 - 25,000	20,000 - 24,000	12,000 - 15,000
Office Junior	18,000 - 22,000	18,000 - 20,000	10,000 - 12,000
Events Co-ordinator	21,000 - 28,000	18,000 - 28,000	13,000 - 16,000
Data Entry Operator	18,000 - 23,000	18,000 - 22,000	10,000 - 13,000
Filing / Archiving Clerk	18,000 - 23,000	18,000 - 20,000	10,000 - 13,000
Cashier / Bookkeeper	20,000 - 28,000	20,000 - 24,000	13,000 - 15,000

OFFICE SUPPORT

JOB TITLE	DUBLIN €	REGIONAL €	NI £
Front Office Manager (>5 years' exp.)	28,000 - 40,000	28,000 - 35,000	17,000 - 20,000
Receptionist (>3 years' exp.)	25,000 - 32,000	23,000 - 28,000	13,000 - 16,000
Receptionist (<3 years' exp.)	20,000 - 25,000	20,000 - 25,000	11,500 - 13,000
Switchboard Operator	20,000 - 28,000	20,000 - 25,000	10,000 - 14,000

OFFICE SUPPORT - PERMANENT

FACILITIES / MAILROOM

JOB TITLE	DUBLIN €	ROI €	NI £
General Services / Facilities Manager	40,000 - 65,000	35,000 - 50,000	18,000 - 25,000
General Services / Facilities Supervisor	28,000 - 35,000	28,000 - 32,000	15,000 - 18,000
General Services / Facilities Administrator	24,000 - 30,000	23,000 - 28,000	12,000 - 15,000

CUSTOMER SERVICE

JOB TITLE	DUBLIN €	ROI €	NI £
Call Centre Manager	70,000 - 90,000	45,000 - 55,000	25,000 - 35,000
Customer Service Manager	32,000 - 45,000	30,000 - 38,000	18,000 - 25,000
Customer Services Team Lead	28,000 - 35,000	25,000 - 30,000	15,000 - 18,000
Customer Service Agent (>3 years' exp.)	24,000 - 28,000	22,000 - 26,000	14,000 - 16,000
Customer Service Agent (<3 years' exp.)	18,000 - 24,000	18,000 - 22,000	14,000 - 16,000
Bilingual Customer Service Agent	25,000 - 32,000	23,000 - 30,000	12,000 - 14,000
Sales Administrator	24,000 - 35,000	23,000 - 32,000	12,000 - 15,000
Order Entry Manager	28,000 - 32,000	23,000 - 28,000	16,000 - 20,000
Order Entry Clerk	18,000 - 25,000	18,000 - 22,000	12,000 - 14,000

Base salaries in office support have registered an average decrease of 10% across the board in 2009. However, after significant cuts in the first two quarters, salaries have now stabilised. Employers are trying to gain their staff loyalty by introducing bonuses, related to both the employee's and the company's performance.

When recruiting, caution is still the word. Employers tend to offer salaries in the lower-to middle-end of their salary bracket, with a guaranteed review after the probation period.

There is still a high demand for multi-disciplinary office assistants rather than more specialised administrators to keep the headcount low. 2009 also saw an increasing demand for multi-lingual staff who can command, on average, salaries 10% higher than their counterparts.

RETAIL

DEPARTMENT STORES

JOB TITLE	DUBLIN €	ROI €
Area Manager	45,000 - 65,000	45,000 - 65,000
Store Manager	38,000 - 50,000	38,000 - 50,000
Assistant Manager	32,000 - 45,000	30,000 - 40,000
Department Manager	28,000 - 40,000	27,000 - 35,000
Concession Manager	28,000 - 40,000	26,000 - 32,000
Brand Manager	26,000 - 32,000	25,000 - 30,000
Visual Merchandiser	26,000 - 32,000	25,000 - 30,000
Full-time Sales Consultant	18,000 - 24,000	18,000 - 24,000
Part-time Sales Consultant	9.00 p/h	9.00 p/h

FASHION – HIGH STREET

JOB TITLE	DUBLIN €	ROI €
Area Manager	48,000 - 65,000	45,000 - 60,000
Cluster Manager	42,000 - 52,000	35,000 - 45,000
Store Manager	28,000 - 40,000	26,000 - 38,000
Regional Visual Merchandiser	30,000 - 40,000	30,000 - 40,000
Visual Merchandiser	26,000 - 32,000	25,000 - 30,000
Assistant Manager	24,000 - 35,000	23,000 - 30,000
Supervisor / Sales Manager	22,000 - 28,000	22,000 - 26,000
Head Cashier	22,000 - 28,000	22,000 - 28,000

FASHION – RETAIL PARKS

JOB TITLE	DUBLIN €	ROI €
Area Manager	48,000 - 70,000	45,000 - 65,000
Store Manager	38,000 - 55,000	35,000 - 45,000
Assistant Manager	32,000 - 45,000	28,000 - 32,000
Department Manager	26,000 - 35,000	24,000 - 30,000
Floor Manager	24,000 - 30,000	24,000 - 28,000

One of the most positive trends to hit Ireland was the advent of retail parks, usually found in out-of-town locations. Despite the tough economic conditions throughout 2009, the popularity of these retail parks has not waned and they have continued to drive retail growth albeit at a slower pace. This is expected to continue throughout 2010 as retailers respond to ever changing consumer demands.

FOOD MULTIPLES

JOB TITLE	DUBLIN €	ROI €
Area Manager	55,000 - 70,000	55,000 - 70,000
Store Manager	40,000 - 55,000	35,000 - 50,000
Assistant Manager	35,000 - 45,000	30,000 - 40,000
Department / Section Manager	28,000 - 35,000	25,000 - 30,000
Supervisor	25,000 - 28,000	24,000 - 27,000
Cashier	22,000 - 26,000	20,000 - 24,000

NON FOOD MULTIPLES

JOB TITLE	DUBLIN €	ROI €
Area Manager	50,000 - 65,000	50,000 - 60,000
Store Manager	40,000 - 50,000	40,000 - 50,000
Assistant Manager	35,000 - 45,000	30,000 - 40,000
Department / Section Manager	28,000 - 35,000	27,000 - 32,000
Supervisor	25,000 - 32,000	25,000 - 30,000
Cashier	20,000 - 25,000	20,000 - 25,000

CONVENIENCE / FORECOURT

JOB TITLE	DUBLIN €	ROI €
Area Manager	40,000 - 55,000	40,000 - 55,000
Retail Operations Advisor	35,000 - 45,000	30,000 - 40,000
Store Manager	28,000 - 40,000	26,000 - 35,000
Assistant Manager	26,000 - 32,000	25,000 - 28,000
Retail Assistant	20,000 - 26,000	18,000 - 24,000

From the start of 2000, the increase in the numbers employed in the Irish retail sector has outpaced general employment growth. There is increasing professionalism in the sector, both in terms of training of staff and the products available. Increases in disposable income have driven the demand for superior products and services. This in turn leads to greater prospects for candidates as the industry is still experiencing a shortage of skilled managers.

Base salaries have undergone a 10% decrease in many sectors with areas such as builders' suppliers and hardware being worse hit due to the drop off in the construction market. Personal shopping spend on home improvement items does remain steady however.

Almost all retailers have started looking at additional non financial perks as incentives to motivate staff; these include discounted products, bonuses, extra holidays, health insurance or pensions. Overall salaries have now begun to stabilise. Industry experts predict this will remain unchanged for most of 2010.

HEAD OFFICE ROLES

JOB TITLE	DUBLIN €	ROI €
Operations Manager	55,000 - 65,000	55,000 - 65,000
Senior Buyer	55,000 - 70,000	50,000 - 65,000
Buyer	45,000 - 60,000	40,000 - 45,000
Assistant Buyer	30,000 - 40,000	28,000 - 40,000
Buying Administrator	22,000 - 28,000	20,000 - 26,000

ELECTRICAL / PHARMACEUTICAL / TELECOMS

JOB TITLE	DUBLIN €	ROI €
Area Manager	35,000 - 45,000	30,000 - 45,000
Store Manager	28,000 - 34,000	26,000 - 30,000
Assistant Manager	24,000 - 28,000	22,000 - 26,000
Retail Assistant	18,000 - 24,000	18,000 - 22,000

SHOW ROOM SALES

JOB TITLE	DUBLIN €	ROI €
Area Manager	40,000 - 45,000	40,000 - 45,000
Showroom Manager	30,000 - 40,000	28,000 - 35,000
Design Consultant	26,000 - 30,000	24,000 - 28,000
Showroom Consultant	22,000 - 27,000	21,000 - 26,000
Counter Sales Consultant	20,000 - 24,000	18,000 - 22,000

Although it is forecast that retailers will continue to face an increasingly challenging trading environment in 2010, the sector is still undergoing a growth period and offers endless career opportunities for candidates.

The average shopper's propensity to spend has rapidly declined over the last two years. However, Ireland still remains ranked at second out of eight leading OECD countries in terms of net wealth per capita. The retail sector is crucial to sustaining competitiveness in our economy by influencing other sectors such as manufacturing and suppliers to increase productivity.

SALES & MARKETING - ROI

IT SALES (1-4 years' experience)

JOB TITLE	DUBLIN € Basic	DUBLIN € OTE	ROI € Basic	ROI € OTE
Account Manager	40,000 - 45,000	45,000 - 55,000	35,000 - 45,000	45,000 - 50,000
Field Sales	30,000 - 40,000	40,000 - 60,000	30,000 - 40,000	40,000 - 55,000
Inside Sales Executive	25,000 - 30,000	35,000 - 50,000	22,000 - 28,000	30,000 - 35,000
Telemarketing Executive	22,000 - 30,000	30,000 - 40,000	22,000 - 26,000	28,000 - 35,000

FMCG SALES (1-4 years' experience)

JOB TITLE	DUBLIN € Basic	DUBLIN € OTE	ROI € Basic	ROI € OTE
Field Sales Rep.	30,000 - 40,000	35,000 - 45,000	25,000 - 35,000	30,000 - 45,000
Van Sales Rep.	25,000 - 30,000	30,000 - 38,000	22,000 - 26,000	25,000 - 30,000
Merchandiser	20,000 - 26,000	22,000 - 30,000	20,000 - 24,000	22,000 - 30,000

COMMERCIAL B2B & SERVICE SECTORS (1-4 years' experience)

JOB TITLE	DUBLIN € Basic	DUBLIN € OTE	ROI € Basic	ROI € OTE
Key Account Manager	35,000 - 45,000	45,000 - 60,000	30,000 - 40,000	40,000 - 55,000
Account Manager	30,000 - 45,000	35,000 - 50,000	30,000 - 35,000	35,000 - 42,000
Field Sales Executive	25,000 - 40,000	35,000 - 55,000	25,000 - 35,000	35,000 - 45,000
Inside Sales Executive	22,000 - 28,000	30,000 - 36,000	20,000 - 25,000	25,000 - 35,000
Telesales /Telemarketing Executive	20,000 - 26,000	25,000 - 35,000	20,000 - 25,000	25,000 - 35,000

SALES SUPPORT

JOB TITLE	DUBLIN € Basic	DUBLIN € OTE	ROI € Basic	ROI € OTE
Sales Administrator (>3 years' exp.)	24,000 - 35,000	24,000 - 35,000	22,000 - 32,000	22,000 - 32,000
Sales Administrator (<3 years' exp.)	20,000 - 25,000	20,000 - 25,000	19,000 - 24,000	19,000 - 24,000

MARKETING (1-4 years' experience)

JOB TITLE	DUBLIN € Basic	DUBLIN € OTE	ROI € Basic	ROI € OTE
Marketing Executive	28,000 - 35,000	28,000 - 35,000	25,000 - 32,000	25,000 - 32,000
Marketing Assistant	22,000 - 30,000	22,000 - 30,000	22,000 - 28,000	22,000 - 28,000
Assistant Brand Manager	30,000 - 40,000	30,000 - 40,000	30,000 - 38,000	30,000 - 38,000
PR / Communications Executive	25,000 - 35,000	25,000 - 35,000	24,000 - 32,000	24,000 - 32,000
Category Executive / Analyst	28,000 - 32,000	28,000 - 32,000	25,000 - 30,000	25,000 - 30,000

There have been significant changes in salary compositions, noticeably within the indigenous markets. Although redundancies grew and then started to plateau in Q4, there were increasing instances of reductions in basic salaries and bonuses/commissions earned, primarily as a means to save employment and cut costs within indigenous markets. We did see redundancies occur across corporate clients, but salaries remained steady with some cuts on bonuses and commissions. We also saw the emergence of commission only salaries as a means of reducing costs. Although this can be seen as a short term measure to save costs, it is predicted that when the market begins to pick up again, we will see a shift in this with employees not taking the weight of the financial risk on employment contracts.

Employers who are hiring expect more return on their investment: for new hires to instantly add value and most definitely hit the ground running. This year also saw very low company attrition rates and therefore fewer opportunities in the market, resulting in a very competitive market for candidates. Fewer employed candidates were in a position to take a risk to move, but with the projected growth in new opportunities and the stabilising of the market, we will see a return to quality candidates looking to move to quality employers.

SALES & MARKETING - NI

IT SALES

JOB TITLE	NI Basic £	NI OTE £
Sales Director	45,000 - 60,000	90,000 - 100,000
Business Development Manager	30,000 - 35,000	55,000 - 70,000
Account Manager	20,000 - 30,000	30,000 - 35,000
Field Sales	18,000 - 30,000	35,000 - 55,000
Internal Sales	15,000 - 20,000	21,000 - 25,000

FMCG SALES

JOB TITLE	NI Basic £	NI OTE £
National Sales Director	45,000 - 55,000	60,000 - 75,000
National Sales Manager	37,000 - 45,000	45,000 - 55,000
Area Sales Manager	30,000 - 35,000	40,000 - 45,000
Key Account Manager	23,000 - 27,000	30,000 - 35,000
Field Sales Rep.	20,000 - 30,000	24,000 - 30,000
Van Sales Representative	14,000 - 16,000	17,000 - 20,000
Merchandiser	12,000 - 18,000	N/A

SERVICE & OTHER SECTORS

JOB TITLE	NI Basic £	NI OTE £
Sales Director	45,000 - 55,000	60,000 - 70,000
Sales Manager	30,000 - 40,000	45,000 - 55,000
Area Sales Manager	27,000 - 35,000	38,000 - 45,000
Key Account Manager	25,000 - 35,000	32,000 - 38,000
Account Manager	20,000 - 25,000	28,000 - 33,000
Field Sales Executive	20,000 - 25,000	25,000 - 35,000
Telesales Executive	15,000 - 18,000	22,000 - 27,000

BUSINESS TO BUSINESS SECTORS

JOB TITLE	NI Basic £	NI OTE £
Account Director	45,000 - 60,000	60,000 - 80,000
Account Manager	30,000 - 40,000	40,000 - 50,000
Key Account Manager	25,000 - 30,000	30,000 - 38,000
Field Sales Executive	18,000 - 30,000	28,000 - 40,000
Internal Sales Executive	15,000 - 20,000	20,000 - 25,000
Lead Generator	16,000	20,000

SALES SUPPORT

JOB TITLE	NI Basic £	NI OTE £
Sales Administrator (>3 years' exp.)	15,000 - 18,000	N/A
Sales Administrator (<3 years' exp.)	12,000 - 15,000	N/A

MARKETING

JOB TITLE	NI Basic £
Marketing Director	45,000 - 60,000
Marketing Manager	25,000 - 35,000
Marketing Executive	18,000 - 25,000
Marketing Assistant	12,000 - 17,000
Brand Manager	20,000 - 30,000
Assistant Brand Manager	18,000 - 24,000
PR Executive	15,000 - 20,000

The recruitment market at the start of 2009 was quite difficult. With plenty of skilful applicants and limited opportunities leading to a client driven market, clients are demanding a more strict criteria when identifying suitable applicants. This is a complete turn around from 15 months ago which was a candidate driven market and therefore able to command higher salaries.

In the last quarter of 2009 we have seen an increase in permanent jobs across all sectors of sales & marketing and business will continue to grow for 2010.

This survey was conducted by Brightwater Support in October 2009. Companies from SME businesses to blue chip organisations participated in this survey. It is anticipated that this information will reflect the whole of the Irish market for the year October 2009 to October 2010.

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