



# Sales & Marketing

2025 Salary Guide, Ireland

# Sales & Marketing Market Overview

2024 has been a strong year for the job market in Ireland, with salaries on the rise and more generous benefits packages across industries. The gap between candidate expectations and client offerings has significantly narrowed, resulting in a faster and more efficient hiring process. Candidates, especially those in senior roles, have become more selective, typically requiring at least a 10% salary increase to consider a move, while also being unwilling to sacrifice any existing benefits.

## Key Trends in Candidate Preferences

- **Benefits:** Alongside salary, benefits are increasingly pivotal in attracting talent. Employers are offering a minimum of 22 days holidays, pension contributions, and hybrid work options. However, the demand for 25 days annual leave & contributory health insurance is rising, though still rare.
- **Work Flexibility:** The majority of candidates (95%) are either working from home or have a strong preference for hybrid arrangements, making remote or flexible work non-negotiable for most. Jobs that do not offer these options are challenging and time-consuming to fill.
- **Location:** Commuting is a critical factor, with no one willing to travel more than 40 minutes to the office.

## Shifts in Job Categories

- **Senior Roles:** There has been a welcome increase in senior positions, such as "Head of" roles across departments like Marketing, Ecommerce, and Sales. These roles, which had been scarce in recent years, now make up 25% of job opportunities, with salaries ranging from €70k to €120k.
- **Junior Roles:** The market for junior positions (e.g., admin, telesales, customer service) remains difficult, with a lack of high-calibre candidates and salaries in the €28k-€33k range. These roles are the hardest to fill, a trend that's expected to continue into 2025.
- **Digital Marketing Specialists:** A growing demand for in-house digital marketing roles, such as PPC & SEO specialists, is expected to continue, as companies look to reduce their reliance on third-party agencies.



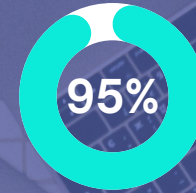
## Industry Outlook: Predictions for 2025

Looking ahead, the positive momentum from 2024 is expected to carry into 2025. While salary increases may slow down, benefits are likely to improve further to attract and retain top talent. The job market remains candidate-driven, and employers must be prepared to meet high expectations for salaries, benefits, and work flexibility. This is especially important as candidates are becoming increasingly selective and confident in their demands.

Employers looking to stay competitive should consider offering:

- More than 22 days of annual leave and contributory health insurance, as these benefits are increasingly sought after by top-tier candidates.
- Hybrid and remote work options must be a priority to attract marketing candidates, given the overwhelming preference for flexible working arrangements.
- A quick and efficient hiring process to ensure candidates remain engaged and don't get lost to competitors is a must.

2025 promises to be another strong year for recruitment, with continued opportunities for employers and candidates alike in Ireland's growing and competitive job market.



of marketing candidates either work from home or actively prefer hybrid work arrangements. Any marketing roles that do not offer flexible or remote work options are significantly harder to fill, indicating the importance of work-life balance for top talent in the industry.



Demand for roles like PPC and SEO Specialists is predicted to rise by 20%, with 1 in 5 companies expected to increase hiring for these positions as they look to bring digital marketing in-house.

Sales & Marketing Salary Guide	Salary 1 Years Exp +	Salary 3 Years Exp +	Salary 5 Years Exp +
Marketing Assistant	€28K - €31K	€31K - €33K	€33K - €35K
Marketing Executive	€33K - €38K	€38K - €42K	€42K - €47K
Marketing Manager	€55K - €60K	€60K - €70K	€70K - €75K
Head of Marketing	€85K - €100K	€100K - €110K	€110K - €120K
Ecommerce Assistant	€29K - €32K	€32K - €34K	€34K - €36K
Ecommerce Executive	€35K - €40K	€40K - €44K	€44K - €50K
Ecommerce Manager	€55K - €60K	€60K - €70K	€70K - €75K
Head of Ecommerce	€85K - €100K	€100K - €110K	€110K - €120K
Telesales	€28K - €32K	€32K - €35K	€35K - €37K
Telesales Team Leader	€45K - €50K	€50K - €55K	€55K - €65K
Business Developer	€35K - €40K	€40K - €47K	€47K - €50K
Business Development Manager	€45K - €50K	€50K - €60K	€60K - €65K
Sales Manager	€65K - €75K	€75K - €85K	€85K - €90K
Head of Sales	€100K - €110K	€110K - €120K	€120K - €130K
Key Account Executive	€45K - €50K	€50K - €55K	€55K - €60K
Key Account Manager	€55K - €60K	€60K - €65K	€65K - €70K
Sales Support	€30K - €35K	€35K - €40K	€40K - €45K



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