



# Sales & Marketing

## 2026 Salary Guide, Ireland

# Sales & Marketing Market Overview

## The Changing Dynamics of Salary Expectations, Flexibility & Hiring Practices

The recruitment landscape has always been shaped by a delicate balance between what candidates expect and what employers are prepared to offer. In recent years, that balance has often been difficult to achieve, with both sides navigating shifting market conditions and evolving workforce priorities. However, as we progress through the year, the outlook is becoming more optimistic. The market is showing encouraging signs, with greater alignment between salary expectations, flexibility, and hiring practices.

### Bridging the Salary Expectation Gap

This year has seen significant progress in narrowing the gap between candidates' salary expectations and what clients are offering. In previous years, the market was often characterised by frustration. Candidates were reluctant to adjust their salary expectations, while clients remained firm on budget constraints. This mismatch limited access to top talent and frequently led to last-minute withdrawals as candidates accepted higher offers elsewhere.

Today, however, the landscape is shifting. Employers are recognising that salary is not only a tool for attracting talent but also a key factor in retention. Offering a competitive package from the outset minimises the risk of dropouts, enhances engagement, and fosters long-term commitment.

The improved alignment between expectations and offers has created better outcomes for candidates, clients, and recruiters alike.

### Entry Level Challenges Continue

Certain segments of the market remain difficult to fill. Entry-level roles particularly in administration, telesales, and customer service are still challenging.

Although there has been some improvement, candidates for these positions remain highly salary-driven, often just as much as their senior counterparts, if not more so. This trend is unlikely to change in the short term, though recent increases to the minimum wage may help ease some pressure.

Nevertheless, organisations will need to think creatively about how to make these roles more appealing. Offering clear development opportunities, progression pathways, or additional non-financial benefits that resonate with early-career candidates.

## The Ongoing Value of Flexibility

Alongside salary, flexibility continues to be one of the most important factors in candidate decision-making. Even as many employers attempt to bring staff back into the office, employees consistently demonstrate that hybrid and remote arrangements are high on their list of priorities. Increasingly, workers are willing to make sacrifices, sometimes even taking a salary reduction or step back in seniority, to secure roles that offer flexibility.

For employers, this reality cannot be overlooked. Hybrid and remote structures not only improve retention but also expand the available talent pool, allowing organisations to access skilled professionals who might otherwise be limited by commuting distance. This is particularly valuable in regions affected by infrastructure limitations, high housing costs, or limited transport options.

## The Hiring Process: Momentum is Key

While salary and flexibility continue to dominate discussions, the efficiency of the hiring process has become just as critical to securing top talent. It's clear that many employers have learned important lessons from recent years. Those who once allowed recruitment processes to stall now recognise the risks, strong candidates are quickly lost to competitors when momentum slows.

Successful hiring is increasingly dependent on speed, clarity, and decisiveness. This streamlined approach is quickly becoming the norm. Employers who act quickly, offering swift feedback, moving interviews along without unnecessary delays, and making quick decisions, are now finding it much easier to secure top talent.

Enthusiasm naturally wanes if too much time passes between stages, and once lost, it can rarely be regained. Speed, responsiveness, and respect for a candidate's time are now essential components of a successful hiring strategy.

## Industry Outlook: Looking Ahead

The shifts that are emerging signal a healthier, more balanced recruitment market. Greater salary alignment is delivering improved outcomes for all stakeholders, flexibility continues to reshape how candidates evaluate opportunities, and streamlined hiring processes are reducing inefficiencies.

For employers, the takeaway is clear: a competitive salary, flexibility and an efficient hiring process is now the baseline expectation in a candidate-driven market.

For candidates, realistic salary expectations, coupled with openness to opportunities that prioritise career growth and work-life balance, will be key to long-term success.

If current trends continue, 2026 may well mark the beginning of a more sustainable, transparent, and collaborative era in recruitment, one defined by alignment, trust, and long-term value for both employers and candidates.

If you wish to discuss the findings of this guide or how we can assist with your recruitment needs, please feel free to contact us at [www.excelrecruitment.com](http://www.excelrecruitment.com). Or, call us on **01 814 8747** or email Ambyr at [ambyr@excelrecruitment.com](mailto:ambyr@excelrecruitment.com).

Sales & Marketing Salary Guide	Salary 1 Years Exp +	Salary 3 Years Exp +	Salary 5 Years Exp +
<b>Marketing</b>			
Content Creator	€30k - €35k	€35k - €40k	€40k - €50k
Marketing Assistant	€30k - €32k	€32k - €33k	€33k - €35k
Marketing Executive	€33k - €38k	€38k - €42k	€42k - €47k
Marketing Manager	€60k - €65k	€65k - €75k	€75k - €80k
Head of Marketing	€85k - €100k	€100k - €110k	€110k - €120k
<b>Ecommerce</b>			
Ecommerce Assistant	€30k - €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
<b>Sales</b>			
Telesales	€30k - €32k	€32k - €35k	€35k - €40k
Telesales Manager	€40k - €50k	€50k - €60k	€60k - €70k
Key Account Executive	€45k - €50k	€50k - €55k	€55k - €60k
Key Account Manager	€55k - €60k	€60k - €65k	€65k - €70k
Merchandiser	€30k - €33k	€33k - €35k	€35k - €37k
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
Fashion Wholesale Representative	€35k - €40k	€40k - €45k	€45k - €50k
Fashion Wholesale Manager	€40k - €50k	€50k - €60k	€60k - €70k

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<b>Showroom</b>			
Showroom Sales Advisor	€35k - €40k	€40k - €50k	€50k - €55k
Showroom Assistant Store Manager	€40k - €50k	€50k - €60k	€60k - €65k
Showroom Store Manager	€50k - €55k	€55k - €65k	€65k - €70k
<b>Admin &amp; Customer Service</b>			
Administrator	€30k - €35k	€35k - €40k	€40k - €45k
Customer Service Executive	€30k - €32k	€32k - €35k	€35k - €40k
Customer Service Manager	€40k - €50k	€50k - €60k	€60k - €70k



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