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# Salary Surveys 2021





# Outlook for 2021

As part of our service to clients and candidates, Link Personnel is happy to publish our salary surveys for 2021. We publish our surveys in February every year to measure the impact January, traditionally a very busy month, has on salaries. January 2021 has brought some change, but what is remarkable, given the year that has just passed, is that our salary spreads are very similar to what we published in February 2020.

One of the many unfortunate facts of the last year, is that those least able to afford to lose their jobs have done so. However, outside of the retail, tourism, and hospitality sectors, the job market is functioning relatively normally, with many of the same supply and demand issues seen in early 2020. Pay cuts largely came and went last year, with many businesses rowing back well before Q4. Although some companies have kept cuts in place for now, we see no reason why, for most, market pressures and demand for staff won't lead to those cuts being rescinded in 2021. Thus, they have not had the impact on our salary guidance that one may have expected 12 months ago.

Of course, these surveys are simply a snapshot in time. There are multiple factors which move labour markets over periods of days and weeks, let alone months or years, and, in most cases, we have no control over these forces. All we can do is establish where we are today, spot trends and extrapolate. Our salary survey aims to do that, and we feel the salary spreads offer enough room to account for any movement in remuneration during 2021. Indeed, we expect salaries in the private sector to remain flat (+/- 1%) at least up until Q4 of this year. However, it's important to note that salary is only one component that applicants consider when accepting a job. What we have heard, again and again, in recent years,

is that candidate experience, work life balance (including WFH), and benefits are all crucial factors in the decision-making process. That is truer in 2021 than it was 5 or 6 years ago. Salary is a necessary, but not sufficient incentive to attract the right people.

While last year Brexit, trade talks and elections were factors which could affect the labour market in Ireland, there is only one issue which will shape the economic outlook, and the outlook for salaries this year. Health is equal to wealth, and a healthy population is a necessary condition for sustained growth in productivity and output. We have seen quite clearly how the economy is secondary to much more important things. When we get the health situation right, the rest will follow. Thankfully, there is lots of hope that both public health and the economy will recover in 2021.

We have maintained our staffing levels this year, as well as adding to our search and selection capabilities, in order to enhance our service. We stand ready to provide our help, expertise, and analysis to candidates and clients alike, and we look forward to working with you in 2021.

**Cormac Spencer**  
**Director**

+353 1 845 4651



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# Accounts

Role	0-2 Years	2-4 years+
Accounts Administrator	€25-31k	€28-37k
Accounts Payable	€26-35k	€35-45k
AP Manager	€45-60k	€50-75k
Credit Controller	€26-34k	€30-50k
Credit Control Manager	€45-60k	€55-75k
Newly Qualified Accountant	€40-55k	
Qualified + 1-2 years' PQE	€48-63k	
Qualified + 2-5 years' PQE	€58-80k	
Qualified + 5+ years' PQE	€76-105k	
Finance Manager	€65-80k	€73-90k
Financial Controller	€80-90k	€90-100k
Finance Director	€95-110k	€105-140k
Payroll Administrator	€26-33k	€31-45k
Payroll Manager	€45-60k	€55-70k
Revenue Accountant	€42-60k	€60-85k
Cost Accountant	€40-55k	€50-80k

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# Administration & Front of House

Role	0-2 Years	2-4 years+
Office Administrator	€23-33k	€28-40k
Team Secretary	€29-37k	€33-44k
Personal Assistant	€32-44k	€38-52k
Executive Assistant	€38-48k	€45-60k
Office Manager	€40-50k	€45-60k
Data Entry Clerk	€23-28k	€26-35k
Database Administrator	€25-32k	€28-38k
Document Controller	€30-40k	€38-50k
Facilities Co-ordinator	€35-45k	€42-50k
Facilities Manager	€50-62k	€60-80k
Head of Facilities	€75-95k	€90-120k
Reception / Front of House	€24-30k	€27-35k
Corporate Receptionist	€27-35k	€30-42k
Front of House Manager	€38-48k	€43-56k
Archive / Postroom Operator	€24-28k	€26-35k
Archive / Records Manager	€40-50k	€48-60k

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# Customer Service

Role	0-2 Years	2-4 years+
Customer Service Rep.	€24-32k	€26-36k
Customer Service Team Lead	€34-43k	€39-48k
Customer Service Manager	€45-53k	€50-65k
Client Services Administrator	€30-35k	€32-40k
Helpdesk Support	€24-30k	€26-35k
Sales Administrator	€26-32k	€30-38k
Sales Admin Manager	€40-50k	€46-58k

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# HR + L&D

Role	0-2 Years	2-4 years+
HR Administrator	€25-33k	€30-39k
HR Generalist	€38-45k	€42-55k
HR Business Partner	€55-65k	€60-70k
HR Manager	€62-80k	€70-88k
Head of HR	€85-100k	€95-130k
HRIS Executive	€35-45k	€42-55k
HRIS Manager	€55-70k	€65-80k
Compensation/Benefits Manager	€55-70k	€65-80k
Grad. Recruitment Executive	€28-40k	€40-55k
Grad. Recruitment Manager	€56-68k	€65-82k
Grad. Programme Manager	€55-72k	€65-80k
In-House Recruiter	€30-45k	€40-52k
Head of Recruitment / Talent	€60-80k	€70-100k
L&D Administrator	€25-35k	€30-40k
L&D Executive	€35-45k	€40-55k
L&D Manager	€55-75k	€65-85k
Head of L&D	€80-90k	€90-110k
Knowledge Management Executive	€32-42k	€38-50k
Knowledge Manager	€48-58k	€55-70k



# Marketing

Role	0-2 Years	2-4 years+
Marketing Administrator	€26-35k	€32-42k
Marketing Executive	€35-46k	€43-62k
Digital Marketing Executive	€35-48k	€43-65k
Communications Executive	€34-46k	€43-62k
Events Executive	€35-45k	€40-60k
Social Media Executive	€30-40k	€36-55k
PR Executive	€32-42k	€38-52k
Marketing Manager	€55-75k	€68-90k
Digital Marketing Manager	€58-78k	€70-95k
Communications Manager	€55-75k	€68-90k
Events Manager	€55-70k	€68-83k
Social Media Manager	€55-68k	€65-75k
PR Manager	€50-65k	€60-75k
Head of Marketing	€75-100k	€95-140k

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# Business Development

Role	0-2 Years	2-4 years+
BD Administrator	€28-36k	€35-40k
BD Executive	€37-45k	€45-65k
BD Manager	€60-75k	€68-90k
Head of BD	€80-100k	€95-150k
Bids Administrator	€28-36k	€35-40k
Bids Executive	€38-50k	€45-65k
Bids Manager	€60-80k	€70-90k
Head of Bids	€80-105k	€95-140k
CRM Administrator	€30-45k	€40-50k
CRM Specialist	€47-55k	€52-62k
CRM Manager	€60-75k	€70-80k

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# Legal

## Solicitors

Big 6 & International Firms	€
Newly Qualified	€63-72k
1-3 Years	€72-90k
3-5 Years	€80-110k
5 Years+	€90-125k
Salaried partner	€120-240k

Mid-Sized Firms	€
Newly Qualified	€50-62k
1-3 Years' PQE	€55-80k
3-5 Years' PQE	€70-92k
5+ Years' PQE	€80-115k
Salaried Partner	€110-200k

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# Legal

## Company Secretaries

Part Qualified ICSA	€
Company Secretary Administrator	€28-36k
0-1 Years	€33-40k
1-3 Years	€36-50k
3-5 Years	€45-65k

Fully Qualified ICSA	€
0-1 Years	€35-45k
1-3 Years	€40-65k
3-5 Years	€58-80k
5-7 Years (incl. Team Lead & Manager roles)	€70-90k
7-10 Years (incl. Team Lead & Manager roles)	€80-110k
10+ Years (incl. Manager & Head of Dept roles)	€95-150k



# Legal

## Legal Secretaries

Big 6 & International Firms	€
0-1 Years	€25-30k
1-3 Years	€30-42k
3-5 Years	€37-50k
5+ Years	€42-55k

Mid-Sized Firms	€
0-1 Years	€24-30k
1-3 Years	€28-40k
3-5 Years	€35-45k
5+ Years	€40-46k

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# Legal

## Legal Executives

Experience	€
0-1 Years	€25-30k
1-3 Years	€28-38k
3-5 Years	€34-45k
5+ Years	€38-60k

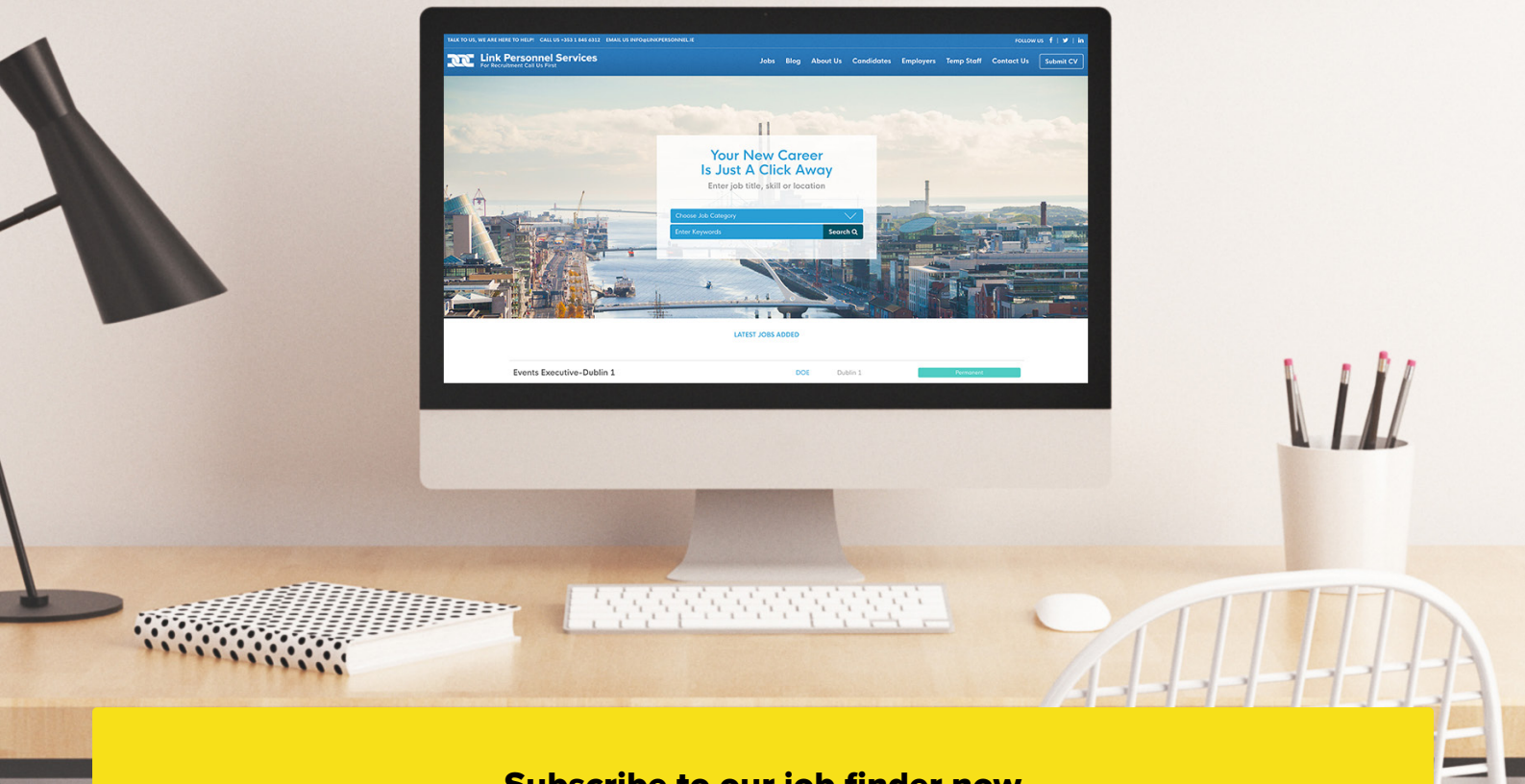
## Other Legal Roles

Role	€
Listing Executive	€32-55k
E-Discovery Analyst	€30-50k
E-Discovery Manager	€50-80k
Archivist	€25-40k
Head of Archives / Records	€50-75k
Knowledge Manager	€50-80k



# Pharmaceutical & Medical Devices

Role	0-2 Years	2-4 years+
Material Handler/Forklift Op.	€26-32k	€30-40k
Product Assembler	€29-35k	€32-40k
Technician	€36-45k	€40-52k
Electronic/Mechanical Engineer	€36-50k	€45-60k
Senior Engineer	€56-72k	€65-90k
QC Analyst	€29-37k	€32-42k
QA Analyst	€30-40k	€38-52k
QA Manager	€45-65k	€60-80k
Head of Quality	€75-90k	€85-120k
Supply Chain Specialist	€45-55k	€55-70k
Supply Chain Manager	€65-80k	€70-95k
Head of Supply Chain	€85-100k	€90-120k
Procurement Specialist	€45-60k	€55-75k
Procurement Manager	€65-85k	€75-95k
Head of Procurement	€85-110k	€95-135k
EHS Technician	€30-45k	€38-50k
EHS Manager	€50-75k	€60-85k
Facilities Manager	€50-70k	€65-90k



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**Office 1, Suite 4  
Manor House,  
3 Church Road,  
Malahide, Co. Dublin**