



**LA CRÈME**  
CREATING CAREERS. TOGETHER

# AN OVERVIEW OF THE IRISH EMPLOYMENT MARKET

SALARIES, HIRING TRENDS & EXPERT  
INDUSTRY INSIGHTS



# A REFLECTION ON 2018:

With Brexit fast approaching, the Irish employment market is actually set to become more attractive, with widespread coverage in the media reporting that the Irish economy is set to receive a jobs boost on the back of Brexit. Irish professionals look to be in agreement with this, with 52% of employer respondents to our Workplace Survey agreeing that they feel the Irish employment market will be deemed more attractive due to Brexit. As well as that - growing salary expectations, improved hiring processes and working more than the contracted hours are all commonplace in the Irish marketplace at the moment.

Reflecting on the last 12 months, **Ger Fitzgerald**, COO of Morgan McKinley Ireland had the following to say;

*"During 2018, Ireland has seen a sustained economic growth, tracking to deliver an increase of nearly 9% compared to the initial forecast of less than 5%.*

*The rapidly growing economy is putting pressure on hiring markets with some key skill sets coming under increasing demand. Correspondingly, the unemployment forecast is favourably decreasing with an estimate of 5.7% by year end and continued decline forecast for 2019.*

*We are now in an environment where the total number of individuals employed exceeds that reached during the peak of the economic spike in 2008. Organisational and digital transformation have been very much to the forefront in 2018 with the need to change and transform driving demand across a number of sectors particularly within the services arena. We expect to see this trend continuing with ongoing requirements for people skilled in leading and organising change and technology projects."*

**Ger Fitzgerald**  
Chief Operations Officer  
Ireland

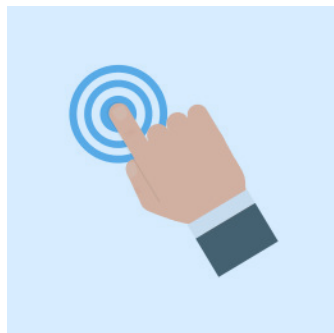


# RECORD BREAKING YEAR FOR FOREIGN DIRECT INVESTMENT IN IRELAND

**A large amount of international investment flowed into Ireland in 2018, with the highest number of professionals on record employed in the MNC sector.**

2018 represented another record breaking year for Foreign Direct Investment flows into Ireland, and correspondingly, the highest number of professionals on record employed in the multinational sector at 229,057 (IDA Ireland Results January 2019). This represents more than 10% of the employed labour force in Ireland and has a proven greater impact on employment with over eight jobs being established for every 10 jobs in an FDI company. Overall FDI job gains were up 14.7% year on year in 2018 to 22,785.

There has been an acceleration in the creation of new FDI employment opportunities in Ireland with the 2018 figures representing more than a 50% uplift from 2011. This is all the more impressive given the increasingly competitive international landscape for FDI and the backdrop of a geopolitical environment that is far from stable, in particular with the UK as our closest trading partner.



**CLICK TO READ MORE**










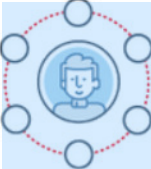

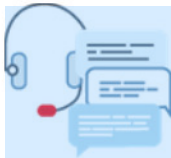


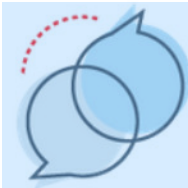


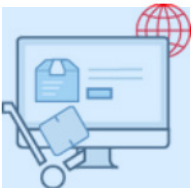

# MORGAN McKINLEY SALARY GUIDE 2019

## IRELAND

The 2019 Morgan McKinley Irish Salary Guide is Ireland's most comprehensive analysis of pay across a range of professions and sectors. Irish owned Morgan McKinley is a global professional recruitment and talent management company, connecting specialist talent with leading employers across multiple industries and disciplines. The annual salary guide published for Ireland today also provides an average outline of anticipated remuneration by sector, based on the most up to date figures and trends noted at the end of 2018.

Not only are these guides a useful resource for job seekers, they are also highly beneficial for hiring managers also as it details what employers are looking for when recruiting for individuals at various levels as well as giving some in depth insights into what employees expect in terms of benefits, cultures, desired salaries, etc.

## CLICK THE ICONS BELOW TO ACCESS THE GUIDE

 <p>Accountancy &amp; Finance</p>	 <p>Audit</p>	 <p>Engineering</p>	 <p>Executive Search</p>
 <p>Financial Services</p>	 <p>Human Resources</p>	 <p>Technology</p>	 <p>La Crème - Customer Service, Legal &amp; Office Support</p>
 <p>Legal</p>	 <p>Marketing (Cork)</p>	 <p>Multilingual</p>	 <p>Sales</p>
 <p>Science</p>	 <p>Supply Chain &amp; Procurement</p>	 <p>Tax</p>	

# WORKPLACE & HIRING TRENDS & INSIGHTS

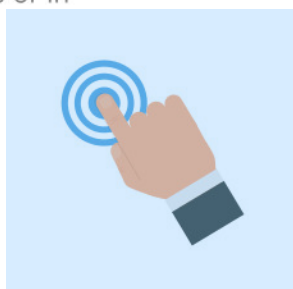
## Findings from our survey to better understand jobseekers growing salary expectations and how Brexit is impacting the Irish employment market

For our 2019 Morgan McKinley Salary Guide, we reached out to a number of Irish based professionals and employers and received a combined total of 3,723 responses which have given us an insight into their various views on employment over the past year. Our respondents cover all bases, as they span over a range of seniority levels such as Entry Level, Senior, Manager, Director, C-suite, Partner and Owner.

These professionals are all currently employed - either for permanent roles, on contracts or in temporary positions.

In terms of areas of work, the main disciplines our respondents work in are Accounting & Finance, Compliance, Financial Services, Human Resources, Tax & Practice, IT, Legal, Marketing, Office Support, Project & Change Management, Customer Service, Risk Management, Sales, Supply Chain & Procurement and Science.

Our findings revealed how the Irish employment market is set to become more attractive due to Brexit plans, how growing salary expectations are impacting the market, exactly how hiring processes are improving and what still needs to be improved, and more. The full insights gained by the survey results can be found by [clicking below](#):



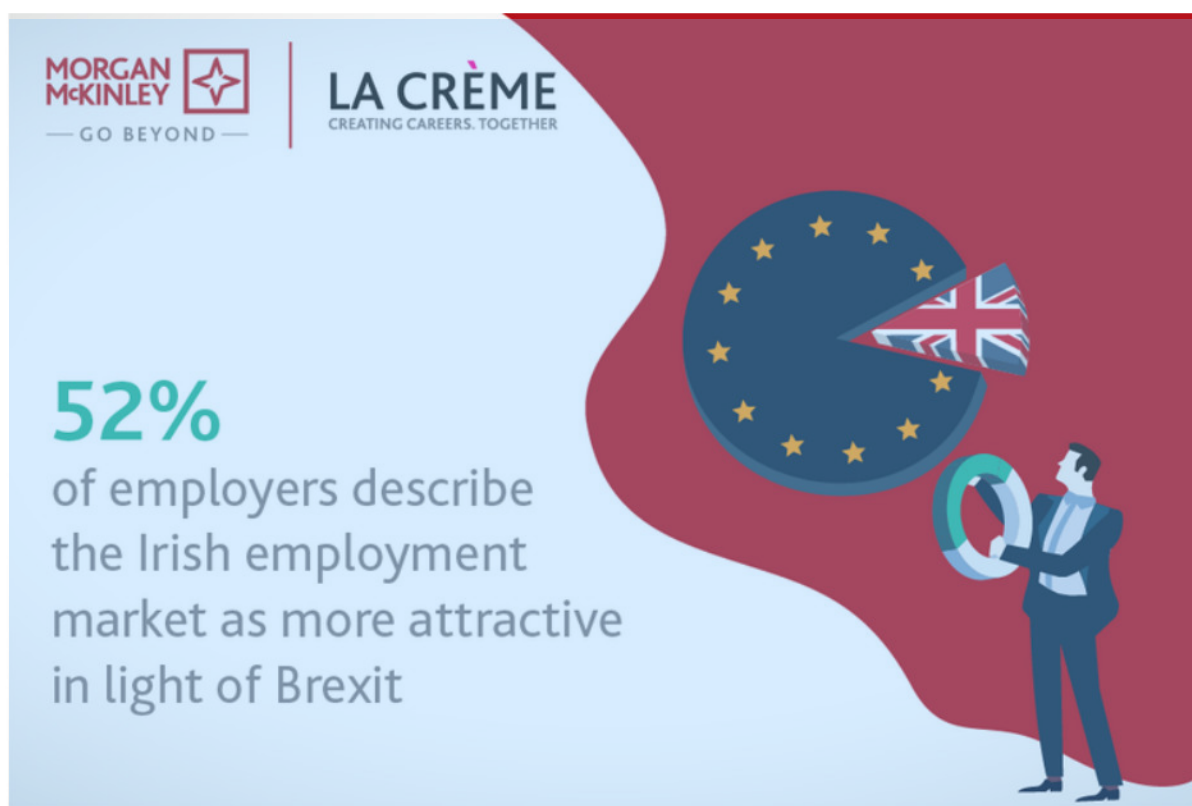
**CLICK TO VIEW THE RESULTS**



## EMPLOYERS' VIEWS:

### WHAT IMPACT WILL BREXIT HAVE ON THE EMPLOYMENT MARKET?

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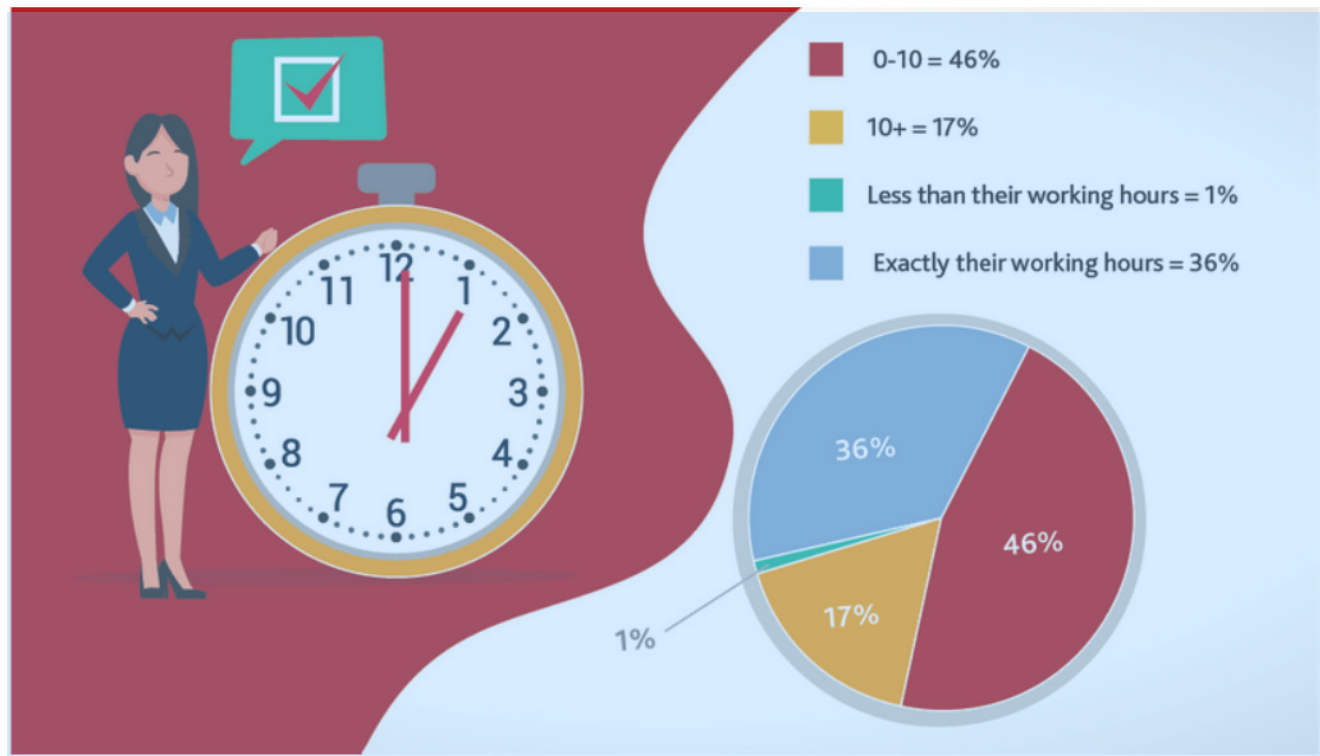
### IS THERE A SKILLS SHORTAGE IN IRELAND?

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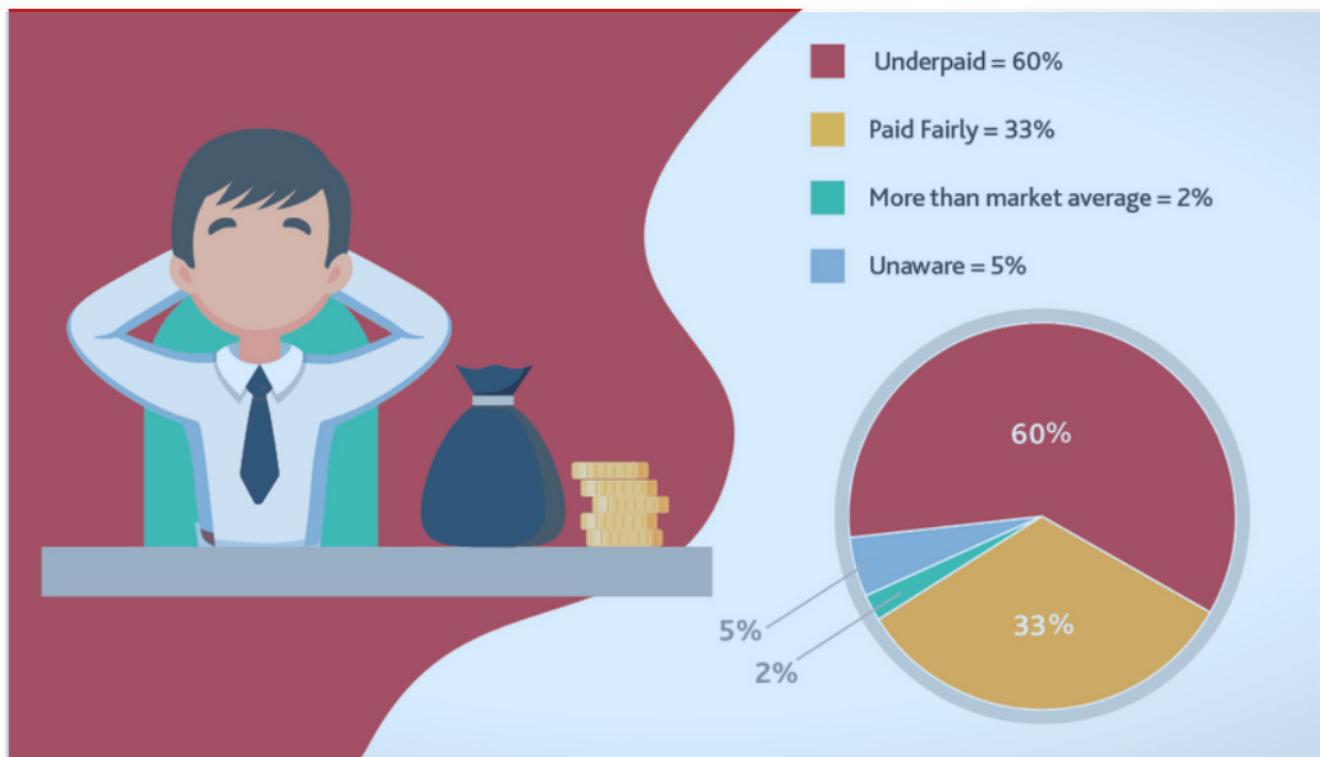


# PROFESSIONALS' VIEWS

## ARE PROFESSIONALS WORKING MORE THAN THEIR CONTRACTED HOURS?



## HOW ARE PROFESSIONALS PAID IN COMPARISON TO THE MARKET AVERAGE?





# EXTERNAL MARKET INSIGHTS

**We asked some key experts and professional across various industries for their insights on the past year and hiring trends in their specific areas**



**PAUL FARREL | DIRECTOR**  
IPICS the Supply Chain Management Institute

"Supply Chain management is a profession that has seen continued growth in Ireland, with 2018 proving no exception. The discipline has become further established as a critical business function. At IPICS, the Supply Chain Management Institute, we have seen this frequently, with a large increase in candidates looking to certify with the APICS qualifications of CPIM, CSCP & CLTD

We attribute this large increase in attendees at public & distance learning courses as a sign of the greater appreciation for the standard practices that exist in Supply Chain Management. The last year has shown a greater appetite with companies investing in training. Certified and trained supply chain professionals consistently deliver significant value to their organisations, with the majority of our candidates being prompted to take courses by their superiors who previously certified with CPIM or CSCP.

More can be done to promote the profession to a wider audience given the number and quality of roles that exist. Rather than people 'ending up' in Supply Chain, the bar must be raised so more people choose a career in Supply Chain. To that end, we were delighted with the announcement of 3 government sponsored Supply Chain Apprenticeships. Apprenticeships for professional roles are well established in other European countries and will make a great contribution to the market here in Ireland. Through our collaboration with the University of Limerick on creating the Supply Chain Apprenticeships, the feedback is universally positive and we are excited to bring this initiative to life over 2019-2020.

Supply Chain professionals are heavily exposed to the broader economic uncertainties like Brexit. The silver lining to this cloud of the unknown is that Supply Chain Management at its core always looks to appropriately manage, prepare for and respond to uncertainty. Certified professionals possess the agility and skillset to react quickly to the new reality when it becomes clear what that is."

# EXTERNAL MARKET INSIGHTS



**DAVE HAMMOND**  
**DIRECTOR OF BUSINESS DEVELOPMENT**  
Resilient Defence

"The trend for Irish Businesses to embrace the 'digital transition' is likely to continue to expand in 2019. This presents both new challenges and opportunities in equal measure for Ireland's senior sales professionals. While various technologies such as Customer Relationship Management (CRM) systems are constantly improving, this can also mean the opportunity (and the associated sales skills required) to actually engage directly with potential customers is becoming increasingly difficult for sales professionals. Many potential clients are increasingly concerned about privacy issues and are also making an increased effort by way of their marketing departments to shift the focus to generating 'inbound sales'.

This is so they can then measure ROI easier on their marketing budgets. This collectively culminates in reducing

the opportunities for sales professionals to use their skills to engage directly with customers, advise them on the suitability ( for a product or service ) or indeed help persuade customers to buy or upsell if appropriate.

The drive for automation by technology, AI and chatbots are all designed to speed up and improve the overall 'customer experience'. However, the key role for senior sales professionals should not be lost in the rush to try to make better use of technology. Senior sales professionals have a high level of experience dealing with customers and are therefore better positioned to build stronger customer relationships, help resolve customer service issues and hence increase sales for their respective businesses. Sales leadership skills can help effectively drive sales teams' efforts to secure quotas and drive sales activity at the business, and are often far more effective than some CRM processes. All of these sales skills are increasingly becoming 'more valuable' to businesses and organisations as we increase our reliance on being led by the technology - rather than leveraging the technology to our advantage.

If your business is being dominated by the technical, financial or indeed digital marketeers at C-Suite level, then you need to speak up and state the case for the importance of an informed, professional sales approach. This approach is the type that a qualified senior sales professional can help bring to the table for an organisation. The race to embrace technology can be fantastic, but the sales skills required to actually help grow businesses should not be forgotten in the scramble to make a digital transition".



# LOOKING FORWARD INTO 2019



In 2018, there was heightened economic growth across all disciplines, with organisational and digital transformation being at the forefront of everyone's minds as they go about focusing on their talent attraction and retention methods. Certain trends such as growing salary expectations, working more than contracted hours and streamlining hiring processes are commonplace across all disciplines and markets.

It is difficult to predict what 2019 will bring to the forefront after the number of unprecedented developments which arose in 2018. The exact effect which Brexit will have on the Irish market, teamed with various economic influences and changes across the employment market in general, makes the landscape vastly unknown territory.

Morgan McKinley is optimistic for 2019 with all indicators suggesting it will be another strong year for job creation and growth. Despite the uncertainty mentioned above, we believe the fundamentals of the Irish economy are strong and we look forward to a positive year of growth and progress in 2019, following on from a successful 2018.

If you are an employer or hiring manager who has a requirement for specialist talent or if you are a professional who is looking for their next opportunity on the market, then please do not hesitate to get in touch with us.



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