

2011
LA CRÈME
SALARY GUIDE

OFFICE SUPPORT
SALES & MARKETING
MULTILINGUAL
HR & LEGAL
TEMPORARY

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LA CRÈME.

INTRODUCTION

The permanent jobs market for office support positions remained reasonably flat in the first half of 2010, with cautious hiring beginning to be seen in the second half of the year.

Many employees will have seen their salaries remain stable or decrease slightly over a two year period.

While companies are showing some appetite to hire into support services, the increased cost of such hires is being closely scrutinised and the value add of these employees to the company's bottom line needs to be clearly demonstrated before an offer is made. Typically, salaries on offer are 10% below 2008 levels.

Sales professionals who can demonstrate a strong employment history in their CV and a clear understanding of where they can add value to an organisation will be most sought after amongst employers.

The HR function saw a small uplift in hiring throughout 2010 compared to the previous year. Companies are starting to reconsider the role of the HR professional in the business - in previous years this function has been the object of cost cutting programmes.

The marked increase in temporary hiring in 2009 continued into 2010 with a small year-on-year increase in the number of temporary employees being offered permanent roles at the end of an assignment.

Temporary staff who can demonstrate their positive contribution to the business are best placed to be hired on a permanent basis if the current level of cautious optimism continues throughout 2011 within the office support jobs market.

LA CRÈME. TEMPORARY

The demand for temporary office support staff grew steadily in 2010, with the main requirement being at the junior to mid-level for administrators and receptionists.

There was also demand for customer service and legal temporary staff not seen since 2008. This was fuelled mainly by increased business activity in the financial services sector in 2010 – particularly due to project work.

Fixed-term contract roles have increased mainly across HR and recruitment, which is a positive indicator for the general hiring market.

The coming 12 months will see demand for temporary staff continue in Dublin and Cork with more project work on the horizon and with companies seeing the value in hiring in temporary solutions to cover extended period of leave or holidays.

Despite this, pay rates are likely to remain broadly unchanged during the course of 2011.

	Dublin Low P/H	Dublin High P/H	Cork Low P/H	Cork High P/H	Regions Low P/H	Regions High P/H
Legal Secretary	13	16	12	15	12	14
Personal Assistant	15	17	12	15	11	12
Secretary (3+ Yrs)	13	15	11	14	10	11
Secretary (1-3 Yrs)	11	13	11	13	10	11
Receptionist (3+ Yrs)	12	13	11	13	10	11
Receptionist (0-2 Yrs)	10	12	10	12	10	11
Secretary / Receptionist (1-2 Yrs)	11	12	11	13	10	11
Administrator	11	15	10	14	10	13
Data Entry Clerk	10	11	10	11	10	11
Customer Service Administrator (3+ Yrs)	12	13	11	13	11	12
Customer Service Administrator (1-3 Yrs)	11	12	10	12	11	11
Switchboard Operator	11	13	10	12	10	11
Customer Service Representative	11	13	9	12	10	11
Office Junior	10	11	9	10	10	10

LA CRÈME. PERMANENT

Gradual growth and optimism entered the Dublin permanent office support market in 2010. Many companies downsized their support functions in the downturn. However, they are now finding that any upswing in business activity leads to a requirement for staff on a permanent basis.

Growth in the SME jobs market remained cautious, as with many other job roles in smaller firms, but recruitment in multinationals for permanent office support definitely increased in 2010.

Demand was predominantly for experienced executive assistants, office managers and senior administrators.

A gradual growth trend is expected over the next 12 months.

	Dublin Low €K	Dublin High €K	Cork Low €K	Cork High €K	Regions Low €K	Regions High €K
Executive PA	45	50	30	40	28	32
Senior PA	35	45	28	38	28	32
Office Manager	35	55	28	38	28	34
Secretary (3+ Yrs)	28	38	25	30	23	26
Secretary (1-3Yrs)	24	28	21	27	20	26
Secretary (6Mths – 1 Yr)	20	23	20	22	18	21
Receptionist (3+ Yrs)	28	35	24	27	22	25
Receptionist (1-2Yrs)	23	26	20	23	20	22
Receptionist (0-1Yr)	19	22	20	22	20	22
Admin	20	35	20	32	20	23
Sales Admin	23	30	23	30	22	23
HR Admin	24	32	23	30	20	23
Data Entry	19	24	19	22	20	23
Customer Service Rep (3+ Yrs)	25	30	23	30	22	24
Purchasing Admin / Shipping Clerk	27	32	25	30	22	24
Document Controller	25	32	25	30	22	24
Clerical Assistant	21	25	19	26	22	24
Customer Service w / languages	22	30	23	26	23	29

LA CRÈME.

PERMANENT (Cont'd)

The jobs market for sales & marketing positions showed tentative signs of growth in 2010 with demand for experienced and talented business developers and sales people across all sectors.

The permanent office support legal market is experiencing a very small upswing as legal firms have restructured their businesses out of conveyancing and into insolvency, insurance, defence and commercial litigation. This trend is expected to continue through 2011 with a consequent rise in salaries for specialist legal skill sets.

Some uplift in pay levels has been seen in the area of human resources with demand for more specialist skill sets, specifically change management and industrial relations, on the increase.

	Dublin Low €K	Dublin High €K	Cork Low €K	Cork High €K	Regions Low €K	Regions High €K
HR Officer	30	38	30	38	30	38
HR Generalist	38	50	38	50	38	48
HR Manager	50	75	50	75	50	75
Marketing Assistant	23	30	23	30	24	26
Marketing Executive	30	45	30	40	26	34
Marketing Manager	45	85	45	70	40	60
Telesales Rep	22	28	20	30	22	27
Field Sales Executive	30	40	28	40	24	40
Account Manager	28	45	28	40	24	40
Key Account Manager	45	60	35	55	35	50
Sales Manager	45	65	45	60	40	40
Legal Secretary (5+ Yrs)	35	40	28	35	n/a	n/a
Legal Secretary (3-5 Yrs)	30	35	25	30	n/a	n/a
Legal Secretary (1-3 Yrs)	22	30	20	25	n/a	n/a
Legal Executive	28	40	28	35	28	35
Legal Administrator	20	26	n/a	n/a	n/a	n/a
Junior Legal Executive	20	26	n/a	n/a	n/a	n/a
Junior Legal Secretary	18	22	18	20	n/a	n/a

LA CRÈME. MULTILINGUAL

The market for job opportunities for those with multiple language skills remains buoyant in Dublin and Cork, with huge demand for talented professionals with experience in the areas of business-to-business customer service, order management, technical support and sales to work for multinational companies.

The most sought after languages are Dutch, Flemish, French, German and Nordic languages. Fluency in English remains essential, but clients are increasingly looking for tri-lingual professionals to cover more than one region.

Within Dublin, salaries have remained stable, although multinationals able to offer attractive benefits packages coupled with good work/life balance are in the best position to attract the top talent.

The jobs market in Cork for multilingual candidates has seen some upward pressure on salaries as a result of competition for the best staff. Many companies also introduced additional bonuses and relocation packages to attract candidates from across Ireland, as well as from abroad. The market is expected to see continued growth into 2011.

	Dublin Low €K	Dublin High €K	Cork Low €K	Cork High €K	Regions Low €K	Regions High €K
Customer Services (0-2 Yrs)	22	24	20	24	20	24
Customer Services (2-4 Yrs)	24	26	23	27	23	27
Customer Services (4+Yrs)	26	30	25	30	24	29
Customer Services Team Leader	30	35	30	35	28	30
Customer Services Manager	35	45	35	50	35	45
Internal Sales with a language	30	34	30	34	27	29
Account Management with a language	35	37	30	37	30	36
Order Management with a language	25	35	25	37	27	35
Administrator with a language	22	28	22	28	24	29

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