



HR Search

Salary and Market
Trends Report 2024

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SALARY SURVEY 2024 OVERVIEW



Niamh Kennelly
Director HR Search

While the first half of 2023 saw a lot of challenges in attracting top talent from the market, for previously high demand roles, such as HR Business Partners and HR Managers, it has also seen an increase in new candidates entering the HR market in the second half of the year.

Higher salaries are driving the new candidates into the market along with changes in their existing work environments, most notably a shift in policy to increasing office days and reducing hybrid working.

A 'knock-on' effect of this revision in the work life balance attained during the pandemic work models is that more experienced HR candidates (HRBPs and Managers) are looking for three and four day weeks as their preferred working model.

This may see a definite trend in 2024 where the demand for senior, experienced HR managers and HRBPs will outweigh the supply and salary will not be the attracting factor but flexible and hybrid working will be the magnet to these highly skilled HR professionals.

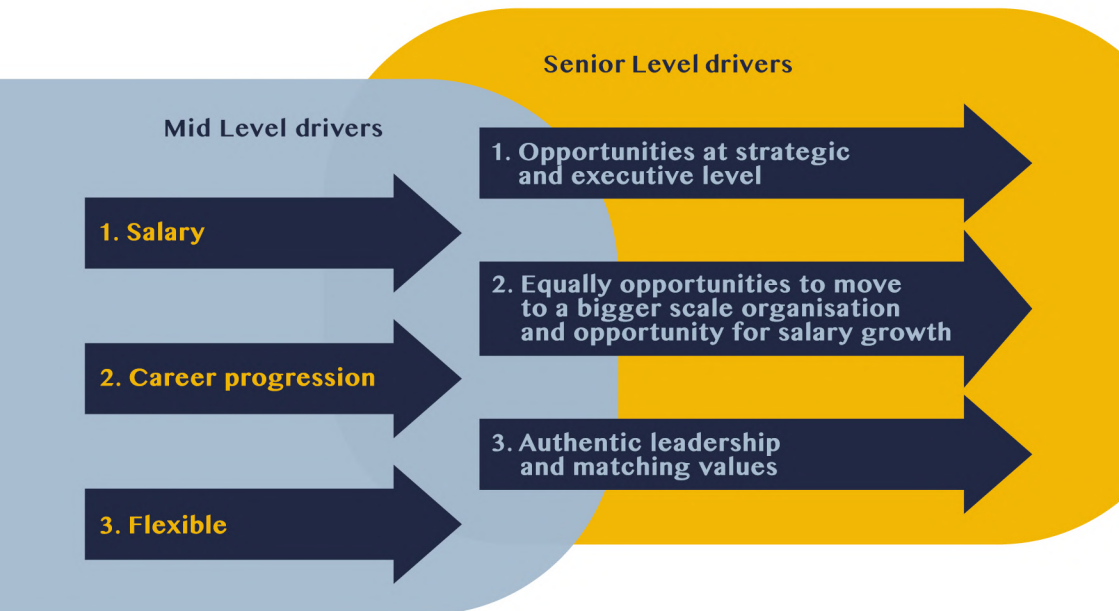
In summary, 2023 saw an overall increase in salaries across HR at the higher end of the scale for all HR roles, while the entry point for all HR roles remained static.

SALARY SURVEY 2024 OVERVIEW

We have observed that a higher salary is paid for 'high value add HR contributors' across all roles and organisations are willing to compete for top talent using salary levers.

Top Talent in HR can now demand greater base salaries and can also negotiate packages with between 10-30% bonuses total reward packages with between 5%-10% pension contributions.

This trend will continue for 2024 where top performing HR professionals can see up to 7% salary increases, while all HR professionals should see an increase of an average of 3% which aligns with the overall employer sentiment in recent IBEC and CIPD surveys.



FACTORS INFLUENCING HR SALARY MOVEMENT IN 2024

1. Economic Recovery and Employment Trends:

Ireland's economy has shown resilience, but ongoing recovery from the global pandemic and its economic impacts may affect salary movements further in 2024.

High employment rates and the demand for skilled HR professionals will contribute to salary increases of around 3% for generalist HR roles and up to 7% for leadership roles and highly commercial HRBPs.

2. HRIS Skills in High Demand:

HR professionals with expertise in areas like data analytics, HRIS implementation, talent management, and change management are likely to be in high demand in 2024.

Organisations valuing these specialised skills will need to offer competitive salaries to attract and retain top talent.

3. Remote and Hybrid Work Impact:

The evolution of remote and hybrid work models could influence salary considerations. HR professionals adept at managing dispersed teams or driving remote workforce engagement will be sought after, and can leverage their skills in salary negotiations for a new role or to commit to their existing employer.

4. Legislative Changes:

Budget 2023 saw an increase in minimum wage requirements which indirectly influenced HR salary discussions.

FACTORS INFLUENCING HR SALARY MOVEMENT IN 2024

The role of the HR Trusted Advisor continues to grow in importance in organisations where compliance and compensation management is the focus.

Legislation expertise and policy knowledge in HR is significantly sought after as a candidate requirement to support both talent management and employee engagement strategies.

5. Focus on Well-being and Inclusion:

The emphasis on employee well-being, mental health support, and diversity initiatives continue to prompt organisations to recognize HR professionals who lead these initiatives, and as the demand for specialists in HR communications, engagement and talent management rises 2024 will see a rise too in these specialist's compensation packages.

While specific salary movements for HR professionals in Ireland in 2024 are subject to various factors, including economic recovery, skill demands, and evolving workplace trends, it's essential for HR professionals to continually upskill, adapt to changing demands, and demonstrate value in critical areas to remain competitive in the job market.

Organisations keen on attracting and retaining top HR talent will offer competitive salaries and benefits in alignment with market demands and individual skill sets.

HR LEADERSHIP 2024

Niamh Kennelly's Insights

In 2023, the recruitment landscape for Chief People Officers and Strategic HR Leaders reflects the evolving needs of organisations in an era of rapid change and digital transformation. Beyond traditional HR expertise, the ideal CPO embodies strategic leadership, technological acumen, a commitment to diversity and inclusion, change management prowess, and a global perspective.

As the role continues to evolve in 2024, organisations will prioritise hiring visionary CPOs capable of driving organisational success through effective people management strategies.

As the workforce landscape continues to evolve, the role of the Chief People Officer (CPO) stands at the forefront of organisational strategy, driving talent management, culture, and employee experience. In 2023, the recruitment of CPOs has witnessed notable shifts and trends, shaping the expectations and qualifications sought after in this pivotal HR leadership role.

5 Key skills trends in Chief People Officer Recruitment for 2024

1. Emphasis on strategic leadership
2. Technology proficiency and data-driven decision making
3. Diversity, equity, and inclusion (dei) leadership
4. Agility and change management expertise
5. Global mindset and remote work acumen

SENIOR LEADERSHIP

HR Business Partnering

The recruitment landscape for Senior HR Business Partners in Ireland in 2023 reflects the evolving demands of organisations in an era of rapid change. Beyond traditional HR skills, the ideal HRBP embodies strategic business alignment, data-driven decision-making, agility in managing change, technological acumen, and a commitment to employee well-being and inclusion. Prospective HRBPs must possess a holistic skill set to navigate the complexities of the modern workforce and contribute effectively to organisational success.

- 1. Strategic Business Alignment
- 2. Data-Driven Decision Making
- 3. Agile HR and Change Management Skills
- 4. Technology Integration and HR Innovation
- 5. Focus on Employee Well-being and Inclusion

The role of HR Business Partners (HRBPs) in Ireland has undergone significant evolution, adapting to dynamic workforce needs and the changing landscape of human resources.

In 2023, the recruitment of HRBPs in Ireland exhibits distinct trends and insights that highlight the evolving expectations and competencies sought after in these strategic HR roles for 2024. The HR Business Partner market in 2023 has seen a robust demand for professionals who can effectively contribute to the success of larger organisations. HR BPs, with their unique skill sets encompassing stakeholder management, HRIS expertise, and ER/IR experience, have been instrumental in guiding organisations through evolving challenges and opportunities. Their strategic acumen, coupled with their ability to foster collaboration between HR and business units, positions HR BPs as valuable assets in the corporate landscape, helping shape the future of HR management.

Job Title	Low	High
Senior HR Business Partner	€90,000	€130,000



SENIOR LEADERSHIP

Generalist HR

2023 saw the requirement for HR generalists in the market remain a constant throughout the year. The size, location and industry of organisations are influential factors on the HR Generalist salary, however we have seen that generalists salaries across all sectors are closely aligned, with financial services coming in slightly higher.

The generalist position responsibilities can vary from organisations needs. Temporary contracts are also popular in this space , in which the candidate can grow their experience in areas they may be seeking more exposure in. CIPD Accreditation is becoming an essential qualification for a HR Generalist , along with the HR or Business equivalent degree.



Job Title	Low	High
HR Generalist	€45,000	€65,000

Administration and Coordinators

HR Admin/Coordinator roles have steadily increased over 2023 , with permanent and contract positions available across numerous industries. The salary has increased by 5-7% from 2022. HR administrative and coordinator roles offer multiple opportunities into HR for HR Graduates as they may decide to go down the Generalist/BP route or specialise in systems, TA, C&B or employee relations.

Job Title	Low	High
HR Administrator/ Coord	€30,000	€45,000



SPECIALISMS COMMENTARY

Jessica Moran's Insights

Employee & Industrial relations ER/IR

The current year has marked a noticeable rise in the presence of Employee Relations (ER) positions within organisations, a phenomenon particularly pronounced in entities that engage with unions and navigate the complexities of salary negotiations. The demand for ER skills remains constant, especially in the context of business partnering where ER proficiency is increasingly viewed as a valuable asset.

Driven by a commitment to professional advancement, HR professionals with an eye on their career trajectory are actively pursuing diploma programs to enhance their expertise in this specialised field. Notably, there is a visible uptick in the recruitment of ER consultancy partners, signalling a strategic outsourcing trend among organisations. Simultaneously, within in-house Human Resource Business Partner (HRBP) roles, professionals with robust ER/IR competencies are assuming specialised responsibilities, a trend particularly pronounced in larger and multinational organisations. This strategic shift underscores the evolving landscape of HR functions, where ER expertise is increasingly recognised as a pivotal element in achieving organisational goals.

“

A deep level of employment law knowledge is essential for the ER specialist role, but you also need to be very clear on your processes

ER Specialist , FMCG

”

Job Title	Low	High
Head of	€90,000	€130,000
Specialist	€55,000	€85,000

SPECIALISMS COMMENTARY

HR Information Systems

This year has witnessed a significant surge in the demand for Human Resource Information System (HRIS) professionals. Notably, there has been a pronounced uptick in interest among HR Coordinators and HR Generalists who aspire to specialise in HRIS, drawn by their fascination with data and systems cultivated through practical exposure in their roles.

Contract positions in HRIS have become particularly sought-after, with 12-month contracts gaining popularity, driven by the imperative of supporting new system implementations. HRIS specialists, often opting for contractual engagements, leverage these opportunities to accumulate industry experience, explore new systems, and champion the implementation of the most fitting HRIS for the organisation.

This trend is notably conspicuous in sectors such as construction, professional services, and pharmaceuticals. Anticipating a sustained trajectory, we predict a continued escalation in demand for these roles, with 2024 poised to witness a further upswing in the need for HRIS professionals.

“

I think payroll experience is a great skill to have for HRIS if you are dealing with reward, bonus, compensation, calculations. It can be very technical

”

HRIS Specialist , Construction
recently moved from HR Generalist to HRIS.

Job Title	Low	High
Head of /Director	€75,000	€130,000
Senior Analyst	€60,000	€85,000
Analyst	€45,000	€70,000

SPECIALISMS COMMENTARY

Talent Acquisition:

The Talent Acquisition market in 2023 exhibits an interesting dynamic, marked by a subdued overall hiring trend compared to previous years. However, companies are actively seeking experienced TA specialists, particularly for roles within standalone or small TA teams where their contributions can make a significant impact.

While the demand for TA professionals has been relatively muted across industries, certain sectors stand out as exceptions. Notably, the technology industry remains relatively quiet in terms of hiring TA specialists, with financial, construction and professional services emerging as the busiest sectors for 2024.

“The adoption of AI-driven recruitment tools, automation in candidate sourcing, and the use of data analytics to improve hiring decisions might have a major impact in 2024”
HR Search survey

Job Title	Low	High
Manager	€60,000	€90,000
Specialist	€40,000	€75,000
Co Ordinator	€30,000	€40,000

SPECIALISMS COMMENTARY

Learning & Development:

The decline in demand for traditional Learning and Development roles in 2023 is a reflection of the industry’s evolution. The increased investment in Learning Management Systems and Self-Directed Learning programs has shifted the focus towards more technology-driven and employee-centric learning approaches.

In 2024, learning and development roles in HR will demand professionals with a strategic blend of technological knowledge, data analytics proficiency reflecting the industry’s shift towards innovative, data-driven, and employee-centric approaches to skill enhancement and talent development.

“

Hiring for Learning and Development roles in Ireland follows a structured approach that emphasizes qualifications, experience, alignment with organizational culture, innovation, and a commitment to continuous learning and development.

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HR Search survey

Job Title	Low	High
Director/Head of	€100,000	€140,000
Manager	€60,000	€85,000
Specialist	€50,000	€65,000
Co Ordinator	€30,000	€40,000

HR MARKET INSIGHTS

Contract positions:

We have seen a huge increase in temporary and contract positions in HR , continuing for 2024.

Several factors contribute to this trend, including the return of candidates from abroad, individuals in the process of planning international moves, professionals actively engaged in contract roles and exploring their next career move, or those aspiring to upskill within different HR domains or transition into diverse industries. Simultaneously, clients are increasingly opting for temporary HR positions to address a spectrum of needs, ranging from providing additional support during new system implementations to contributing to project initiatives.

Moreover, these temporary roles prove invaluable in covering for extended leaves and maintaining operational continuity while organisations actively pursue permanent hires. This shift underscores the dynamic and adaptable nature of the HR landscape, reflecting the diverse motivations of both candidates and clients.

Well-being at work:

A skill we continue to see in demand continuing from 2022 is HR professionals with employee wellness experience and skill sets. Workplace wellbeing has been something we have noticed to be celebrated a lot this year. Organisations are creating workplaces to centralise around well-being. Candidates are seeking companies that look after employees' mental and physical health, encouraging EAP, healthy food in the office, workplace walks etc. An overall feeling of psychological safety is important to employees.

HR MARKET INSIGHTS

Return to the office:

In 2023, we saw a change in the requirements for employees to be office based. What was once a 1-2 day flexible office requirement has shifted to an employer preference to a 3 days minimum office based model.

We have seen an increase in candidates entering the market, driven by revisions to company policies regarding hybrid working. Employees who are impacted by this change and who are prioritising work life balance, are entering the market again.

Flexible Working:

It is not just hybrid working that candidates are seeking. We have seen an increase in part time HR roles, majority of these being standalone HR Manager positions, that are SME and seeking 3 - 4 days a week.

There is a higher percentage of HR professionals seeking to be notified about part - time opportunities in HR.

“ There is a trend to move hybrid working requirements from 2 days to a minimum of 3 days office based and we can see this continuing in 2024
HR Search survey ”

MEET THE TEAM

HR Search is a specialist recruitment service offering a values based approach to both client and candidate relationships.

We act as trusted partners using our knowledge and expertise in all aspects of Human Resources and recruitment, to find the perfect sustainable solution in the following HR areas;

Executive Search

Retained search partnership, specialising in senior appointments at Head of Function, Director up to C-Suite levels.

Contingent Recruitment

For recruitment of Senior HR, Mid level Managers, Business Partners, Generalists and Administrators.

HR Specialists

Across Compensation and Benefits, Learning & Development, Employee and Industrial Relations, Talent Acquisition, Change management, Organisational Development & HR Information Systems.

We offer our services across Ireland, UK & Europe and Globally.

HR Search has grown organically since 2015 forging valuable relationships with the businesses we partner with. We operate across Professional Services, Technical Services and Business Services.

Our reputation in the HR community is now well established as 'The Go To Specialists' for HR recruitment and a high percentage of our business derives from referrals.

We believe in honest, thoughtful and insightful partnerships to ensure we get the best results for clients and candidates.

Our team are all qualified in HR with CIPD Accreditation up to Masters level and relevant HR Specialist experience in corporate and industry.

MEET THE TEAM



Niamh Kennelly
Director



Jessica Moran
Consultant

Our team can be contacted at info@hrsearch.ie or on 01 507 9262

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Job Title	Low		High
Chief People Officer	€130,000		€230,000
Head of HR	€100,000		€150,000
HR Director	€90,000		€150,000
Senior HR Business Partner	€90,000		€130,000
Business Partner	€70,000		€110,000
HR Manager	€70,000		€100,000
HR Generalist	€45,000		€65,000
HR Administrator/ Coord	€30,000		€45,000
Specialist HR	Job Title	Low	High
Learning & Development	Director/Head of	€100,000	€140,000
	Manager	€60,000	€85,000
	Specialist	€50,000	€65,000
	Co Ordinator	€30,000	€40,000
Talent Acquisition	Manager	€60,000	€90,000
	Specialist	€40,000	€75,000
	Co Ordinator	€30,000	€40,000
Compensation & Benefits	Director/Head of	€130,000	€230,000
	Manager	€85,000	€120,000
	Analyst	€45,000	€75,000
HR Information Systems	Head of /Director	€75,000	€130,000
	Senior Analyst	€60,000	€85,000
	Analyst	€45,000	€70,000
Project Management	Senior	€85,000	€120,000
	Specialist	€65,000	€85,000
IR/ER	Head of	€90,000	€130,000
	Specialist	€55,000	€85,000



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