



**Salary and Market
Trends Report
2025**

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A+F MARKET TREND OVERVIEW



Tanya Thomas - Director

At A+F Recruitment, we specialise in the placement of Accounting and Finance professionals. We work with clients and candidates both domestically and internationally.

In this survey, we interviewed 300 candidates who are actively or passively on the market and considering a change of employer in 2025. We spoke with both part-qualified and qualified candidates across the Irish market.

The candidates that we spoke to came from four core sectors

- Industry
- Banking/Insurance and FS
- Practice (Audit and Tax)
- Corporate Finance

We feel that it is very important to understand what is at the heart of people's decisions to change jobs. This year, we were particularly interested to hear about three highly topical areas: Compensation and Benefits, AI and ESG.

A+F MARKET TREND OVERVIEW

Key Trends Heading into 2025

Technology Skills

- As automation, AI, and data analytics reshape the accounting landscape, accountants are shifting away from routine tasks to focus on advisory and strategic decision-making roles. This requires proficiency in new technologies. Those with experience in process automation and leveraging AI for improved efficiency, are increasingly in demand and reshaping the traditional accountant profile.

Remote and Flexible Work

- Flexibility continues to be a key draw for top talent. Remote and hybrid work options are becoming standard, as work-life balance becomes a key consideration for accounting professionals. Employers who adapt to these expectations will have an advantage in attracting and retaining talent.

ESG Reporting

- As sustainability and corporate responsibility gain traction, accountants with skills in ESG reporting will become more valuable. The ability to analyse and report on environmental, social, and governance factors will be critical for many organisations.

Increased Demand for Specialist Roles

- As accounting becomes more complex, there's a growing need for professionals specialising in areas such as FP&A, Forensic

A+F MARKET TREND OVERVIEW

Accounting, Risk Accounting, Tax Accounting, ESG Accounting, Audit and Controls Accounting and Treasury Accounting. Employers will need to develop targeted recruitment strategies and offer attractive packages to fill the gaps in their requirements.

GAAP and IFRS Proficiency

- Mastery of both Irish GAAP and IFRS is critical for professionals in Ireland, particularly in the context of financial reporting, tax preparation, and audit readiness. International candidates with IFRS expertise may need additional training to meet Irish GAAP standards, emphasising the importance of local regulatory knowledge.

Continuous Professional Development (CPD)

- The rapidly changing accounting landscape requires accountants to stay up to date with industry advancements, particularly in areas like cryptocurrency and AI. Employers are prioritising candidates who actively engage in upskilling to remain competitive.

Diversity and Inclusion (D&I)

- There is a growing focus on diversity and inclusion in hiring practices. Organisations are taking steps to create unbiased recruitment processes and inclusive work cultures. This trend will influence hiring decisions, and tools that promote fairness in the hiring process will be essential.

A+F MARKET TREND OVERVIEW

Soft skills in Demand

- In addition to technical skills, accountants need to demonstrate strong communication, leadership, and adaptability. As accountants collaborate more across departments and take on strategic roles, interpersonal skills are becoming just as important as financial expertise.

International Recruitment

- Multinational companies in Ireland have been accessing international accounting and finance talent pools for decades.
- Faced with severe talent shortages, large, medium and small Irish companies in Industry and Practice are now confidently hiring accountants from overseas to meet their requirements.
- Recent changes to the salary requirements for the Critical Skills Employment permit to €38,000 annually reflect a broader expansion of Ireland's employment permit system to address labour shortages across sectors.

In summary, recruitment for accountants in Ireland in 2025 will focus on professionals who are not only technically proficient but also adaptive to evolving technologies, regulatory frameworks, and workplace expectations.

Employers will need to offer flexible work options, emphasise professional development, and cultivate inclusive environments to stay competitive in attracting top talent. Employers who can hire from international talent pools will hire faster and mitigate staff shortages and higher wage bills.

INDUSTRY ACCOUNTING

2024 was a year where accountants in industry had to adapt to technological advancements and regulatory shifts. We have seen a huge surge in the adoption of AI, machine learning and automation tools. The need to embrace and adapt to these developments is front and centre for industry accountants.

There is also growing emphasis on Environmental, Social, and Governance (ESG) reporting, as companies prioritise sustainability and build ESG into accounting. New policies and regulation, particularly in the area of sustainable finance, means that accountants need to be up to speed.

“ As we approach 2025, the demand for tech-savvy accountants with skills in automation, data analytics, and cloud-based accounting is rising as is the need for accountants with ESG expertise and strategic finance skills ”

We are seeing an increase in demand across industry for skills in the area of FP&A and strategic business partnering. There is a growing demand for accountants who can move beyond number crunching and act as a Business Partner - Accountants who can combine strategic thinking with technological know how and proficiency.

A resurgence in newly qualified Accountants emigrating to Canada, Australia, New Zealand is adding to a severe shortage of talent at this level.

INDUSTRY ACCOUNTING

As organisations continue to prioritise Diversity, Equity, and Inclusion (DE&I), hiring managers are actively looking to build more diverse accounting teams

Salary continues to remain a key consideration when moving jobs in industry, although a more significant trend is the growing preference for flexible working arrangements. Remote working is not going anywhere with a large portion of accountants still working fully remotely or hybrid.

“ As organisations continue to prioritise Diversity, Equity, and Inclusion (DE&I), hiring managers are actively looking to build more diverse accounting teams ”

2024 has seen somewhat of a slowdown in recruitment processes. Market uncertainty, the economic outlook and cost factors all play a part in processes slowing down and decisions taking longer. A hiring process that was taking 3-4 weeks is now taking up to 6-8 weeks to complete.

Overall, 2024 has seen steady accounting & finance hiring across SME's and large domestic organisations and continued growth across Tech, Pharma, Healthcare, Manufacturing, Engineering and Renewable Energy.

INDUSTRY ACCOUNTING

Titles	SME	Large Domestic	Irish PLC	MNC
CFO/ FD	€100k - €120k	€120k - €140k	€150k - €200k	€180k - €250k
Head of Finance/ FC	€80k - €100k	€110k - €130k	€130k - €160k	€140k - €180k
Head of FP&A	n/a	€100k - €120k	€120k - €140k	€130k - €150k
Head of Financial Reporting	n/a	€100k - €120k	€120k - €140k	€130k - €150k
Finance Manager	€70k - €80k	€80k - €90k	€90k - €100k	€100k - €120k
Finance Business Partner	n/a	€60k - €75k	€75k - €85k	€80k - €90k
Project Accountant	€50k - €60k	€55k - €65k	€60k - €70k	€65k - €75k
Treasury Accountant/ Analyst	n/a	€55k - €60k	€55k - €65k	€60k - €70k
Financial Accountant	€50k - €60k	€55k - €60k	€60k - €65k	€65k - €70k
Financial/ FP&A Analyst	€45k - €50k	€50k - €55k	€55k - €60k	€65k - €70k
AP/AR Manager	€50k - €55k	€55k - €60k	€60k - €65k	€65k - €75k
AP/AR Assistant/ Specialist	€28k - €30k	€30k - €35k	€35k - €40k	€40k - €45k
Credit Control TL/ Manager	€45k - €50k	€50k - €55k	€50k - €60k	€55k - €65k
Credit Controller	€28k - €30k	€30k - €35k	€35k - €40k	€40k - €50k
Payroll Manager	€45k - €50k	€50k - €55k	€55k - €65k	€65k - €75k
Payroll Specialist	€30k - €35k	€35k - €40k	€40k - €45k	€45k - €50k

BANKING/INSURANCE/ FUNDS ACCOUNTING

The demand for accountants across Ireland's Banking, Insurance, Funds, Asset Management and Banking will continue to be strong going into 2025 due to the evolving financial landscape, regulatory changes, and technological advancements. Here's an overview of the key factors driving demand:

The banking sector in Ireland will continue to face increased regulatory scrutiny, especially from EU regulators and the Central Bank of Ireland. This will drive demand for accountants with expertise in compliance, risk management, and regulatory reporting

“ Wage inflation is growing at a faster rate on the specialist side and this is purely down to supply and demand of appropriate skills and knowledge in the Irish market ”

Accountants who specialise in IFRS standards, Basel III/IV requirements, and anti-money laundering (AML) will continue to be in high demand.

With the adoption of Fintech, Blockchain and AI-driven banking services, banks will need accountants skilled in handling the financial complexities of these technologies. Accountants with knowledge in data analytics, financial risk assessment and cybersecurity will play a key role in managing the digital transformation.

BANKING/INSURANCE/ FS ACCOUNTING

Banks are increasingly focused on ESG investing and green finance. As a result, accountants with experience in ESG reporting and sustainable finance will be sought after to ensure that banks align with EU Taxonomy and other ESG frameworks.

The growing complexity of risk management in the insurance industry will increase the demand for accountants who specialise in actuarial accounting particularly those with experience in Solvency II compliance and financial risk modelling.

Accountants who can work alongside actuaries to assess financial reserves, claims, and policyholder obligations will be in demand.

“ Accountants with knowledge in data analytics, financial risk assessment and cybersecurity will play a key role in managing the digital transformation. ”

Automation and AI in the insurance sector are changing how claims and policies are managed. Accountants with expertise in automated claims processing, policy management systems and AI-based underwriting will be valuable.

The insurance industry is increasingly focused on climate risk and its impact on policy holders. Accountants will need to have expertise in climate-related financial disclosures and ESG reporting to support the industry's growing emphasis on sustainability.

BANKING/INSURANCE/ FS ACCOUNTING

Titles (general)	Banking	Insurance	Financial Services
CFO/ FD	€170k - €200k	€150k - €180k	€140k - €160k
Head of Finance/ FC	€120k - €150k	€120 - €140k	€120k - €140k
Head of FP&A	€110k - €130k	€100k - €120k	€100k - €120k
Head of Financial Reporting	€110k - €130k	€100k - €120k	€100k - €120k
Finance Manager	€100k - €120k	€100k- €120k	€80k - €100k
Finance Business Partner	€80k - €100k	€80k - €90k	€80k - €90k
Financial Accountant	€60k - €70k	€60k - €70k	€55k - €65k
Financial/ FP&A Analyst	€60k - €70k	€60k - €70k	€55k - €65k
AP/AR Manager	€50k - €60k	€50k - €60k	€50k - €55k
AP/AR Assistant/ Specialist	€40k - €45k	€40k - €45k	€35k - €40k
Credit Control TL/ Manager	€55k - €60k	€55k - €60k	€50k - €55k
Credit Controller	€40k - €45k	€35k - €45k	€35k - €45k
Payroll Manager	€60k - €70k	€60k - €70k	€60k - €65k
Payroll Specialist	€45k - €50k	€40k - €45k	€40k - €45k
Payroll Manager	€45k - €50k	€50k - €55k	€55k - €65k
Payroll Specialist	€30k - €35k	€35k - €40k	€40k - €45k

BANKING/INSURANCE/ FS ACCOUNTING

In summary, specialist jobs that are in high demand include: ESG Accountants, FP&A Specialists, Regulatory Accountants, Forensic Accountants, Tax Accountants, Treasury Accountants and Internal Auditors and this is reflected in the salaries outlined in the following chart.

Titles (Specialist)	Banking	Insurance	Financial Services
Treasury Accountant	€70k - €75k	€65k - €75k	€65k - €75k
Regulatory Accountant	€70k - €75k	€65k - €70k	€65k - €70k
Tax Accountant	€70k - €75k	€70k - €75k	€70k - €75k
Systems Accountant	€65k - €85k	€65k - €80k	€65k - €80k
Change Accountant	€80k - €100k	€80k - €90k	€80k - €90k
Forensic Accountant	€70k - €75k	€65k - €70k	€65k - €70k
ESG Accountant	€65k - €80k	€65k - €75k	€65k - €75k
Internal Auditor	€65k - €75k	€65k - €75k	€65k - €75k

PRACTICE ACCOUNTING

Over the past 18 months, the Irish practice market has experienced significant consolidation. Notable transactions include Azets', Baker Tilly Ireland, Xeinadin, Mazars and IFAC.

These consolidations reflect a broader trend of firms seeking scale, technological investment, and enhanced advisory capabilities to meet evolving client demands.

For candidates, consolidation should lead to greater career progression opportunities, more streamlined work practices and better benefits packages. Operating under global brand names, firms can compete for larger clients, centralise and distribute resources nationally and leverage the global network. This will bring an era of modernisation for staff in acquired firms and exposure to the benefits of working for global organisations.

“ Consolidation is bringing an era of process modernisation for staff in acquired independent firms and exposure to the benefits of working for global organisations ”

Meanwhile, the rise of Environmental, Social, and Governance (ESG) reporting presents both significant opportunities and challenges for audit teams. All auditors will need to upskill in ESG reporting, however, it looks as though a specialised ESG compliance and standards role will develop in medium and large firms as is already the case in the Top 6 firms.

PRACTICE ACCOUNTING

This could be an exciting new area to develop expertise, both in traditional compliance roles and as strategic advisors, helping clients identify risks, set meaningful targets, and implement effective monitoring systems.

The majority of firms are settling on a hybrid working model, there are a notable number of firms offering fully remote and many returning to fully onsite. This suggests that individual firms' working model is down to business preference and personnel.

At every tier of the market, firms are hiring talent from overseas, particularly in risk and assurance, to offset supply shortages.

Titles	Small firm	Medium firm	Large firm
Audit Director	€75k - €95k	€80k - €100k	€95k - €120k
Audit Senior Manager	€65k - €75k	€70k - €80k	€75k - €85k
Audit Manager	€50k - €65k	€60k - €70k	€65k - €75k
Audit Assistant Manager	€45k - €50k	€50k - €60k	€55k - €65k
Audit Senior	€40k - €45k	€45k - €50k	€50k - €55k
Audit Semi-Senior	€30k - €35k	€30k - €35k	€35k - €40k

TAX

Demand for tax professionals in Ireland remains robust across practice and industry, reflecting a diverse array of opportunities within various tax specialisations.

Smaller firms consistently seek tax consultants who possess a blend of technical knowledge and client management skills, highlighting the importance of versatility in today's market. Tax departments within the Big 4 continue to expand, indicating a sustained demand for tax services. This growth suggests a slowdown in the migration of tax professionals from practice to industry, particularly influenced by restructuring and hiring freezes in major tech firms.

“ Demand for Tax professionals in Ireland remains high in practice and industry across all tax heads with new qualified tax professionals benefiting most from salary inflation ”

Boutique tax firms have ramped up their hiring efforts, from newly qualified professionals to director and partner levels. This surge is a response to increased work flowing from larger accountancy firms that may lack in-house tax expertise.

Tax professionals today have an unprecedented range of choices, with specialists in areas such as RD&I, Transfer Pricing, Private Client, Global Mobility, and Indirect Tax finding opportunities in practice, multinational corporations, and large Irish businesses.

TAX

Corporate Tax experts enjoy similar flexibility, with options available across Big 4 firms, boutique consultancies, compliance roles, or in-house positions. The integration of technology into tax functions necessitates ongoing training and investment. Professionals must be adept at using these new tools and methodologies to enhance efficiency and accuracy.

While the Irish tax market offers substantial opportunities for growth and career advancement, it also presents challenges that require adaptability and continuous learning. As demand for skilled tax professionals remains high across various sectors, those who can navigate these complexities will find themselves well-positioned for success.

Practice

Titles	General Practice	Big 4
Tax Director	€80k - €110k	€95k - €120k
Tax Senior Manager	€65k - €75k	€75k - €85k
Tax Manager	€55k - €65k	€65k - €75k
Tax Senior	€50k - €55k	€55k - €60k
Tax Part-Qualified	€30k - €40k	€35k - €45k

TAX

Industry

Titles	SME	Large Domestic	MNC
Head of Tax	n/a	€120k - €145k	€140k - €200k
Tax Director	n/a	€95k - €110k	€110k - €140k
Tax Manager	€60k - €70k	€70k - €80k	€90k - €105k
Tax Accountant	€50k - €55k	€55k - €60k	€60k - €65k
Tax Analyst	€50k - €55k	€55k - €60k	€55k - €60k
Tax Part-Qualified	€35k - €45k	€40k - €50k	€40k - €50k

CORPORATE FINANCE

Ireland's corporate finance landscape for 2024 has been shaped by a combination of domestic economic factors, global market trends, and regulatory developments.

Geopolitical factors, AI, inflation, energy costs continue to dominate the financial landscape and shape activity across borrowing, lending and investment. M&A activity has remained solid through 2024 for inbound and outbound transactions. Private equity (PE) and venture capital (VC) continue to drive investment activity in Ireland, with a focus on sectors such as AI, Tech, Fintech, Pharma, Healthcare, Bio Tech and green energy.

“ Digital transformation, AI, advanced data analytics will continue to play a huge part as they are integrated into financial modelling, risk assessment, and M&A due diligence ”

Investors and regulatory bodies are already prioritising ESG and Sustainability. As such, Irish companies will likely face increased pressure to integrate sustainability into their financial strategies, from capital raising to mergers and acquisitions (M&A).

As we prepare for 2025, rising inflation and European Central Bank (ECB) interest rate hikes may increase the cost of capital, impacting corporate borrowing, investment decisions, and M&A activity. However, Ireland's strategic location within the EU, combined with its competitive tax regime for multinationals, will continue to make it a key destination for corporate finance activities.

CORPORATE FINANCE

In addition, Ireland's commitment to renewable energy and decarbonisation will continue to attract FDI and private equity investment in wind, solar, and other sustainable energy projects.

There continues to be a skills gap in certain areas of Corporate Finance such as complex financial modelling, due diligence, and investment analysis. Companies are looking to other EU countries and international markets to attract Corporate Finance and M&A talent to their Irish teams.

Titles	Advisory Big 4	Boutique	Irish PLC	MNC
Head of CF	€150k - €200k	€150k - €250k	€180k - €250k	€200k - €250k
CF Partner	€130k - €180k	€150k - €200k	n/a	n/a
CF Director	€95k - €130k	€100k - €150k	€150k - €180k	€180k - €220k
CF AD	€80k - €95k	€85k - €100k	n/a	n/a
CF Manager/ Senior Manager	€60k - €80k	€70k - €90k	€80k - €90k	€90k - €100k
CF AM	€50k - €60k	n/a	n/a	n/a
CF Senior/ Senior Analyst	€45k - €50k	€50k - €55k	€55k - €60k	€60k - €70k
CF / M&A Analyst	n/a	€45k - €50k	€50k - €55k	€55k - €65k

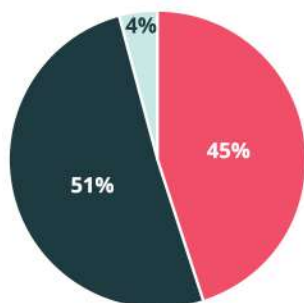
KEY FINDINGS

In addition to covering trends in salaries and benefits, we have delved into a few of the most pressing themes affecting careers in Accounting and Finance this year.

Please see below for our key findings:

Compensation and Benefits

In relation to Compensation & Benefits, which would you choose?



A 20% Pay Increase	45%
A 20% Shorter Working Week	51%
Or 20% Extra Benefits	4%

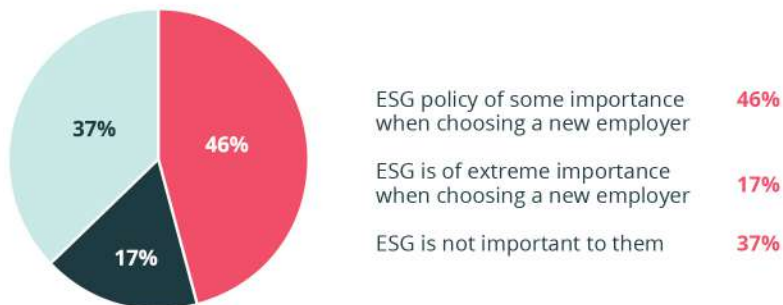
Interpretation

- In Ireland, like in many other countries, preferences between higher pay and a shorter working week vary among workers depending on individual circumstances, work-life balance priorities, and sector-specific norms.
- Higher pay tends to be more important in high-cost cities and amongst younger workers looking to make a start.
- On the other hand, work-life balance and shorter working hours has become more important for those who want to spend more time with their families and/or avoid burnout.
- Overall, the preference depends on the sector, the individual's financial needs, and their desire for a better work-life balance. Some may choose pay, while others lean towards more time off.

KEY FINDINGS

ESG

How important is a company's ESG policy when choosing a new employer?



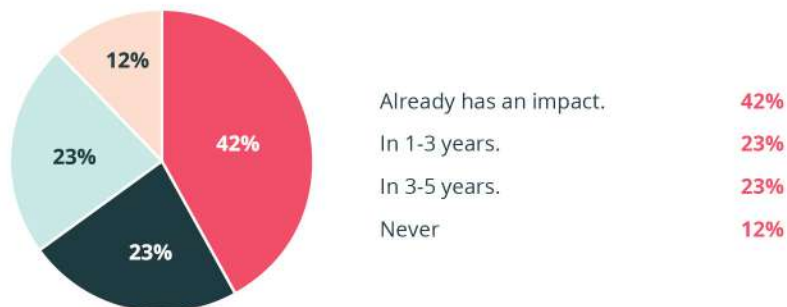
Interpretation

- When interviewed, our respondents indicated varying degrees of importance placed on Environmental, Social, and Governance (ESG) policies.
- When considering a new role, it is clear that candidates are aware of ESG and the role it has to play, but it is not top of their agenda when it comes to prioritising one organisation over another. There is a gap between awareness and prioritisation.
- Other factors such as salary, benefits, flexible work arrangements, work life balance, career progression and company culture are higher up the priority list
- Although we may not be quite there yet, companies who are ESG savvy and who are taking action in terms of their ESG and Sustainability policies, will prove themselves as an employer of choice, especially amongst younger generations who want to work for companies that align with their values.
- In summary, while ESG awareness is growing, for a lot of candidates it isn't yet a deciding factor. It complements, rather than leads the decision-making process when choosing between potential employers. These findings highlight the growing, yet still mixed, awareness of ESG among the general public.

KEY FINDINGS

AI

How soon do you see AI having an impact on your job?



Interpretation

- For 88% of respondents AI is either already impacting (42%) or will impact their jobs in the next 5 years (46%).
- AI is significantly enhancing the accounting profession by streamlining operations, improving accuracy, and enabling strategic decision-making. Optical character recognition (OCR) technology extracts data from invoices and receipts, reducing manual errors and freeing accountants to focus on more complex tasks.
- Tools like MindBridge AI Auditor enable auditors to conduct real-time audits by flagging high-risk transactions. Platforms like Botkeeper deliver personalised dashboards that visualise financial data for clients.
- In summary, AI is not only making accounting tasks more efficient but also empowering accountants to take on more strategic roles within their organisations.

GET TO KNOW A+F RECRUITMENT

At A+F Recruitment we are a human centric, results - focused recruitment agency for the Accounting and Finance Industry at home in Ireland and abroad. We look after jobseekers and employers across all sectors from general accountants to CFO and Executive level hires. We aim to provide a personal and bespoke guide for people in search of the perfect role or new talent in their team.

We want to be remembered for all the right reasons, our approachability, our honesty and our dedication to building long-term meaningful relationships. To us people matter. Our aim is to guide A&F professionals not only in your current job search or your current hiring plans, but for all your moves and hires throughout a long and happy career.

The Accounting and Finance areas that we specialise in include the placement of:

- Accountants into Industry & Financial Shared Services
- Auditors into Industry & Practice
- Tax professionals into Industry & Practice
- Corporate Finance professionals into Industry & Practice
- Treasury Finance professionals into banks and corporates
- Project Management Finance professionals
- Operational Finance professionals

At A+F Recruitment our team is made up of experienced accounting recruitment professionals who have either directly worked or studied in the Accounting & Finance Industry or have several years experience recruiting in the space. Our team has worked across the globe which we feel really helps us reach and develop a more global audience. We look forward to getting to know you!

MEET A+F TEAM



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A+F RECRUITMENT



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