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SALARY REPORT  
**2022**

## INTRODUCTION

At Tap.Talent we are proud and excited to present to you our latest salary report for 2022. As always, we made sure the report is brimming with new, insightful, and actionable insights to support companies with their hiring plans.

We gathered valuable data on offered and accepted job offers in various sectors, including IT, business services, sales and marketing, and customer support as well as the latest employer branding trends to consider when attracting new talent. In addition, we also highlight the continued pressure on employers to level out inflations and adjust salaries accordingly for 2022.

Salary increases were most evident in high-end technical jobs whereas they fluctuate the most across the business sectors such as BPO, Shared Services Centers, S&M, Support, and CSR.

The Central Statistics Office reported that companies that employ more than 9 people increased average salary ranges by 8.4% in October 2021 which accounted for an increase of ~5.917 PLN. Taking inflation into account it means that in real terms the national average increased by 1.6%.

In addition to the numbers from the Central Statistics Office, ABSL's publication in 2021 about the Business Services Sector in Poland shows that base salaries in Poland remain competitive compared to those in Western Europe. Base salaries in Warsaw experienced the biggest growth and are on average 16% higher than the national average and are equivalent to those in countries such as Bulgaria and Romania.

Zeroing in on some of the most thriving business sectors revealed that the biggest overall salary

increases happened in the IT and Pharma industry which account for +14% and +20% respectively. Especially Young Professionals and Team Leader positions enjoy the highest remuneration increases up to 36%. There is also no sign that these increases will slow down or stop by any means in 2022.

In contrast, the Manufacturing and Logistics sector suffered from the biggest declines in salary ranges. Overall salaries have decreased by 20% in the logistics sector and 8% in the manufacturing sector, especially among Specialist positions.

An attractive salary and benefits are the biggest drivers for employees in deciding to apply for a new position at a new employer.

We observed that the financial incentives in some sectors are clearly greater than in others which means that companies that operate in less thriving sectors will need to consider how else they can attract their desired talent. This is why the importance of Employer Branding and a solid employee value proposition continues to play a vital role, also in 2022.

Research showed that next to an attractive remuneration package, the employees' desire for a good work-life balance and job security remain the two biggest Employer Branding trends compared to 2021, closely followed by a pleasant work atmosphere and a financially healthy company.

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## SALARY TABLE SSC/BPO SECTION

ROLE	MONTHLY SALARY GROSS PLN			Annual Salary Gross EURO	Annual Salary Gross EURO/ Employer Full Cost
	MINIMUM	MAXIMUM	MEDIAN		
<b>MANAGEMENT</b>	<b>MINIMUM</b>	<b>MAXIMUM</b>	<b>MEDIAN</b>	<b>MEDIAN</b>	<b>MEDIAN</b>
CFO	28,000	62,000	45,000	117,391	140,870
Finance Manager	22,500	39,500	31,000	80,870	97,043
Finance Reporting Manager	15,000	28,500	21,750	56,739	68,087
GL & Reporting Manager	17,000	28,500	22,750	59,348	71,217
AP/AR Manager	12,500	20,500	16,500	43,043	51,652
<b>FINANCE</b>	<b>MINIMUM</b>	<b>MAXIMUM</b>	<b>MEDIAN</b>	<b>MEDIAN</b>	<b>MEDIAN</b>
Finance Reporting Specialist	7,850	12,500	10,175	26,543	31,852
Business Analyst	11,000	15,500	13,250	34,565	41,478
FP&A Specialist	10,000	16,500	13,250	34,565	41,478
Finance Analyst	7,850	12,500	10,175	26,543	31,852
Finance Assistant	4,000	5,500	4,750	12,391	14,870
<b>ACCOUNTING</b>	<b>MINIMUM</b>	<b>MAXIMUM</b>	<b>MEDIAN</b>	<b>MEDIAN</b>	<b>MEDIAN</b>
GL Team Leader	13,000	22,500	17,750	46,304	55,565
GL Accountant	10,000	18,000	14,000	36,522	43,826
AP/AR Team Leader	10,500	16,500	13,500	35,217	42,261
Senior AP/AR Accountant	English 5,600	English 8,700	7,150	18,652	22,383
	French/ Italian/Spanish 6,700	French/ Italian/Spanish 9,500	8,100	21,130	25,357
	German/ Dutch/Swedish 7,850	German/ Dutch/Swedish 10,000	8,925	23,283	27,939
AP/AR Accountant	English 5,000	English 6,000	5,500	14,348	17,217
	French/ Italian/Spanish 5,500	French/ Italian/Spanish 6,750	6,125	15,978	19,174
	German/ Dutch/Swedish 6,000	German/ Dutch/Swedish 8,750	7,375	19,239	23,087
Junior AP/AR Accountant	English 4,000	English 5,000	4,500	11,739	14,087
	French/ Italian/Spanish 4,450	French/ Italian/Spanish 5,500	4,975	12,978	15,574
	German/ Dutch/Swedish 5,000	German/ Dutch/Swedish 6,000	5,500	14,348	17,217
Accounting Assistant	English 4 000	English 5 500	4,750	12,391	14,870

ROLE	MONTHLY SALARY GROSS PLN			Annual Salary Gross EURO	Annual Salary Gross EURO/ Employer Full Cost
	MINIMUM	MAXIMUM	MEDIAN		
<b>PROCUREMENT</b>	<b>MINIMUM</b>	<b>MAXIMUM</b>	<b>MEDIAN</b>	<b>MEDIAN</b>	<b>MEDIAN</b>
Procurement Team Lead	10,000	14,500	12,250	31,957	38,348
Senior Buyer	English 6,750	English 7,850	7,300	19,043	22,852
	French/ Italian/Spanish 7,250	French/ Italian/Spanish 9,000	8,125	21,196	25,435
	German/ Dutch/Swedish 9,250	German/ Dutch/Swedish 10,250	9,750	25,435	30,522
Buyer	English 4,500	English 6,250	5,375	14,022	16,826
	French/ Italian/Spanish 5,000	French/ Italian/Spanish 6,750	5,875	15,326	18,391
	German/ Dutch/Swedish 5,500	German/ Dutch/Swedish 8,350	6,925	18,065	21,678
Junior Buyer with English	English 3,850	English 5,000	4,425	11,543	13,852
	French/ Italian/Spanish 4,000	French/ Italian/Spanish 5,350	4,675	12,196	14,635
	German/ Dutch/Swedish 5,000	German/ Dutch/Swedish 5,500	5,250	13,696	16,435
<b>HR</b>	<b>MINIMUM</b>	<b>MAXIMUM</b>	<b>MEDIAN</b>	<b>MEDIAN</b>	<b>MEDIAN</b>
Junior Payroll and HR Admin Specialist	4,500	5,500	5,000	13,043	15,652
Payroll and HR Admin Specialist	6,000	9,000	7,500	19,565	23,478
Senior and HR Admin Payroll Specialist	7,250	12,500	9,875	25,761	30,913
Junior Recruitment Specialist	4,000	4,650	4,325	11,283	13,539
Recruitment Specialist	5,500	6,700	6,100	15,913	19,096
Senior Recruitment Specialist	7,750	9,000	8,375	21,848	26,217
HR Support	English 4,250	English 4,750	4,500	11,739	14,087
	French/ Italian/Spanish 4,500	French/ Italian/Spanish 6,000	5,250	13,696	16,435
	German/ Dutch/Swedish 5,500	German/ Dutch/Swedish 8,000	6,750	17,609	21,130

\* Fully loaded cost includes the following:  
 - social security contributions,  
 - contributions to the Labor Fund and the Guaranteed Employee Benefits Fund,  
 - write-offs to the Company's Social Benefits Fund



## SSC/BPO SECTION WHAT WILL 2022 BRING?

There is no doubt that we're currently witnessing a strong transformation in the labour market. At the beginning of 2020, the pandemic brought several changes which stayed with us for longer. Remote work became a standard for many and strongly influenced the candidates' expectations. An increasing number of candidates subject their decisions related to employment to companies' policies concerning remote work possibilities. The employers who will not offer possibilities of fully remote work must expect they can lose their best candidates and face difficulties when trying to hire new talent.

However, remote work has also negative consequences. It often involves less commitment and loyalty from the employees. So the employers must decide on the approach while designing and changing their remote work policies.

International organizations continue to look out for specialists that have ability to use foreign languages. Fluency in English is a standard and the other most demanded languages are still German and French. We can also observe that Scandinavian languages, like Swedish, Norwegian, or Danish, are gaining in popularity.

Due to the pandemic, a lot of employees put their decision to change jobs on hold. They were afraid to switch to a new employer, and therefore opted for relative safety and stability with their current one. Today, people are more open to exploring new job opportunities. Although, they tend to be more demanding than before. If something appears to be not the way they expect, they tend to resign from the recruitment process more easily.

Also, during the first months of employment, more employees decide to quit if the onboarding process is unsatisfactory, or their expectations don't match the reality. 2022 is going to be a challenging year for many employers - they will have to give their best to find the right balance in their procedures and politics to acquire the best possible employees and keep existing ones.

# SALARY TABLE IT SECTION

ROLE	MONTHLY SALARY GROSS PLN			Annual Salary Gross EURO	Annual Salary Gross EURO/ Employer Full Cost
	MINIMUM	MAXIMUM	MEDIAN		
<b>TECHNICAL SUPPORT</b>					
1st Line Technical Support	6,000	8,500	7,250	18,913	22,696
2nd Line Technical Support	9,000	12,000	10,500	27,391	32,870
3rd Line Technical Support	12,000	16,500	14,250	37,174	44,609
<b>SOFTWARE DEVELOPMENT</b>					
Software Architect	25,000	31,500	28,250	73,696	88,435
Team Leader	23,000	28,000	25,500	66,522	79,826
Software Developer C++	11,000	15,000	13,000	33,913	40,696
Senior Software Developer C++	16,000	20,500	18,250	47,609	57,130
Software Developer C (embedded)	10,000	14,000	12,000	31,304	37,565
Senior Software Developer C (embedded)	15,000	19,000	17,000	44,348	53,217
Software Developer Java	13,000	18,000	15,500	40,435	48,522
Senior Software Developer Java	18,000	22,000	20,000	52,174	62,609
Scala Developer	15,000	20,000	17,500	45,652	54,783
Software Developer .NET / C#	13,000	17,000	15,000	39,130	46,957
Senior Software Developer .NET / C#	17,000	22,000	19,500	50,870	61,043
Android / iOS Developer	12,000	17,000	14,500	37,826	45,391
Senior Android/iOS Developer	17,000	24,000	20,500	53,478	64,174
Front-End Developer	12,500	17,500	15,000	39,130	46,957
Senior Front-End Developer	18,000	22,000	20,000	52,174	62,609
Fullstack Developer	16,000	25,000	20,500	53,478	64,174
Ruby on Rails Developer	16,000	25,000	20,500	53,478	64,174
Python Developer	12,000	17,000	14,500	37,826	45,391
PHP Developer	11,000	16,000	13,500	35,217	42,261
BI Developer	13,000	20,000	16,500	43,043	51,652
UX/UI Specialist	10,000	15,000	12,500	32,609	39,130
DevOps Engineer	14,000	23,000	18,500	48,261	57,913
Machine Learning Engineer	14,000	20,000	17,000	44,348	53,217
Scrum Master	15,500	20,000	17,750	46,304	55,565
Test Team Leader	19,500	25,000	22,250	58,043	69,652
Automation Tester (4 + years experience)	15,000	19,000	17,000	44,348	53,217
Manual Tester (2 - 4 years experience)	8,500	12,000	10,250	26,739	32,087

ROLE	MONTHLY SALARY GROSS PLN			Annual Salary Gross EURO	Annual Salary Gross EURO/ Employer Full Cost
	MINIMUM	MAXIMUM	MEDIAN		
<b>IT INFRASTRUCTURE AND SERVICES</b>					
Solution Architect	15,500	18,500	17,000	44,347	53,217
Database Administrator	8,500	13,000	10,750	28,043	33,652
System Administrator	7,500	11,500	9,500	24,782	29,739
Windows Administrator	12,000	14,000	13,000	33,913	40,695
Linux Administrator	12,000	14,000	13,000	33,913	40,695
Network Engineer	14,500	17,500	16,000	41,739	50,086
Network Architect	18,000	24,000	21,000	54,782	65,739
Cloud Engineer	15,000	20,000	17,500	45,652	54,782
Application Analyst	13,500	19,000	16,250	42,391	50,869
System Security Engineer	11,000	17,000	14,000	36,521	43,826
Cyber Security Engineer	16,000	25,000	20,500	53,478	64,173
SQL Analyst	11,000	15,000	13,000	33,913	40,695
IT Analyst	12,000	18,000	15,000	39,130	46,956
<b>ERP/CRM/DATA ENGINEERING</b>					
SAP Analyst	13,500	19,000	16,250	43,721	52,466
SAP Developer	15,000	22,000	18,500	49,775	59,730
Salesforce Developer	16,000	21,000	18,500	49,775	59,730
Data Scientist	11,000	16,000	13,500	36,322	43,587
Data Engineer	14,000	20,000	17,000	45,739	54,887
<b>TECHNICAL SUPPORT</b>					
Service Desk Manager	21,000	27,000	24,000	62,608	75,130
<b>SOFTWARE DEVELOPMENT</b>					
Head of Software Development	24,000	37,000	30,500	79,565	95,478
Software Development Manager	21,000	28,000	24,500	63,913	76,695
Project Manager	12,000	19,000	15,500	40,434	48,521
Business/System Analyst	10,000	17,000	13,500	35,217	42,260
<b>IT INFRASTRUCTURE AND SERVICES</b>					
Head of IT Infrastructure	22,000	33,000	27,500	71,739	86,086
IT Manager	17,000	25,000	21,000	54,782	65,739
Security Manager	20,000	35,000	27,500	71,739	86,086

\* Fully loaded cost includes the following:  
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## IT SECTION

### WHAT WILL 2022 BRING?

The year 2022 in the IT industry will be a continuation of the trends we observed in 2021. The areas of cloud engineering, cyber security and artificial intelligence should dominate the IT job market. More and more content is being moved to clouds, and specialists are tasked with ensuring easy access and security for users and data.

On the other hand, artificial intelligence is based on machine learning, which processes content or objects based on their data and then

several other areas are gaining importance. With the rise of m-commerce (one branch of e-commerce. Transactions that are carried out using mobile devices, such as a smartphone or tablet) there will be an increased demand for mobile application developers. The m-commerce applications will help users make faster and safer transactions. The role of microservices will also increase in 2022.

Dividing a single platform into many microservices reduces the risk of technical problems and simplifies the identification of a new problem faster. Many global companies have already abandoned building monolithic applications (e.g. Netflix, Amazon).

Specialists in the above areas will be the most sought after in the IT job market and therefore the best paid.

Compared to 2021, 2022 should see more job offers for those starting in IT. Juniors should find their first IT job easier.

Forecasts indicate that, as in previous years, earnings in the IT industry will continue to rise. However, the first months of 2022 will give us an answer as to whether the employment contract will be more popular than the B2B contract.

## SALARY TABLE ENGINEERING SECTION

ROLE	MONTHLY SALARY GROSS PLN			Annual Salary Gross EURO	Annual Salary Gross EURO/ Employer Full Cost
	MINIMUM	MAXIMUM	MEDIAN	MEDIAN	MEDIAN
Plant Manger (up to 500 FTE)	32,100	48,200	37,500	97,826	136,957
Plant Manger (100-500 FTE)	18,200	37,500	28,900	75,391	105,548
Plant Manger (to 100 FTE)	15,000	26,800	19,800	51,652	72,313
Operation Director (up to 500FTE)	24,600	35,300	30,000	78,261	109,565
R&D Manager (10-15 FTE)	13,900	23,500	18,800	49,043	68,661
Production Manager (up to 100 FTE)	10,700	24,600	16,600	43,304	60,626
Lean Manager (up to 100 FTE)	10,700	23,500	16,600	43,304	60,626
Quality Manager	12,800	21,400	16,100	42,000	58,800
Engineering Manager	10,700	21,400	16,100	42,000	58,800
Black Belt	10,700	21,400	15,500	40,435	56,609
Logistic Manager	9,600	21,400	15,000	39,130	54,783
Project Manager	10,700	21,400	14,500	37,826	52,957
Maintanance Manager	9,600	19,300	13,900	36,261	50,765
Tooling Engineer	7,500	15,000	9,600	25,043	35,061
R&D Engineer	6,400	12,800	9,600	25,043	35,061
Project Engineer	6,400	11,800	8,600	22,435	31,409
Lean Manufacturing Engineer	6,400	11,800	8,600	22,435	31,409
Production/ Process Engineer	6,400	10,700	8,600	22,435	31,409
Customer Quality Engineer	6,400	11,800	8,000	20,870	29,217
Maintanance Engineer	5,900	10,700	8,000	20,870	29,217
Electrical Engineer	6,400	10,700	8,600	22,435	31,409
Automation Engineer	6,400	12,800	9,300	24,261	33,965
Quality Process Engineer	6,400	10,200	8,000	20,870	29,217
Design Engineer	5,900	10,700	7,500	19,565	27,391
Product Engineer	5,900	9,600	7,500	19,565	27,391
Purchasing Specialist	4,800	9,600	7,000	18,261	25,565
Logistic Specialist	4,300	9,600	6,400	16,696	23,374
Production Planner	4,300	9,600	6,400	16,696	23,374

\* Fully loaded cost includes the following:  
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## ENGINEERING SECTION WHAT WILL 2022 BRING?

In 2020 and 2021, the manufacturing industry faced challenges it had never faced before. However, it turned out that the dynamic changes occurring in the market due to COVID-19 slowed down the dynamics of employment or lowered wages temporarily - especially among specialists and engineers. These unfavourable circumstances did not apply in every case, and many companies managed to smoothly adapt to the new conditions.

The airline industry did face big losses and pay cuts. The global travel restrictions have brought the market to a standstill and, unfortunately, there are many signs that this situation may continue for months to come.

The pandemic had a somewhat milder impact on the automotive industry. However, also in this sector there are struggles with the liquidity of orders to this day. Despite serious trouble in the first few months of 2021 (which also involved a cut in workers' wages), many companies have managed to recover.

The pandemic has also been gentle on low-volume and project-based manufacturing facilities, which have been able to adjust more easily to the rapid changes. These were the areas that many candidates were interested in recent months. More often than before, there were also job offers for positions with global responsibility, located within the Polish structures of these companies. What is more, in such cases, salaries increased by up to 7% year on year.

## SALARY TABLE SALES AND MARKETING SECTION

ROLE	MONTHLY SALARY GROSS PLN			Annual Salary Gross EURO	Annual Salary Gross EURO/ Employer Full Cost
	MINIMUM	MAXIMUM	MEDIAN		
<b>SALES</b>	<b>MINIMUM</b>	<b>MAXIMUM</b>	<b>MEDIAN</b>	<b>MEDIAN</b>	<b>MEDIAN</b>
General Manager	44,900	69,500	57,200	181,304	217,565
Sales Director	26,800	42,800	34,800	111,652	133,983
Regional Sales Manager	12,800	19,300	16,000	50,348	60,417
Area Sales Manager	8,600	12,900	10,700	33,652	40,383
Sales Specialist	5,400	8,600	7,000	22,435	26,922
Sales Representative	3,700	5,400	4,500	14,087	16,904
	<b>MINIMUM</b>	<b>MAXIMUM</b>	<b>MEDIAN</b>	<b>MEDIAN</b>	<b>MEDIAN</b>
Export Director	16,000	42,800	29,500	111,652	133,983
Export Manager	8,600	17,100	12,900	44,609	53,530
	<b>MINIMUM</b>	<b>MAXIMUM</b>	<b>MEDIAN</b>	<b>MEDIAN</b>	<b>MEDIAN</b>
National Key Account Manager	19,300	30,000	24,600	78,261	93,913
Group Key Account Manager	17,100	21,400	19,300	55,826	66,991
Regional Key Account Manager	15,000	19,300	17,100	50,348	60,417
Key Account Manager	10,700	17,100	13,900	44,609	53,530
<b>SALES SUPPORT</b>	<b>MINIMUM</b>	<b>MAXIMUM</b>	<b>MEDIAN</b>	<b>MEDIAN</b>	<b>MEDIAN</b>
Research Department Manager	12,800	21,400	17,100	55,826	66,991
International Business Development	15,000	23,500	19,300	61,304	73,565
Business Development Manager	9,600	15,000	12,300	39,130	46,957
Sales Analyst	8,000	11,200	9,700	29,217	35,061

ROLE	MONTHLY SALARY GROSS PLN			Annual Salary Gross EURO	Annual Salary Gross EURO/ Employer Full Cost
	MINIMUM	MAXIMUM	MEDIAN		
<b>MARKETING</b>	<b>MINIMUM</b>	<b>MAXIMUM</b>	<b>MEDIAN</b>	<b>MEDIAN</b>	<b>MEDIAN</b>
Chief Commercial Officer	42,800	74,900	58,800	195,391	234,470
Chief Marketing Officer	32,100	53,500	42,800	139,565	167,478
Marketing Director	26,700	42,800	34,800	111,652	133,983
Marketing Manager	19,300	29,900	24,600	78,000	93,600
PR Manager	10,700	19,300	11,500	50,348	60,417
Senior Brand Manager	15,000	19,300	17,100	50,348	60,417
Brand Manager	10,700	16,000	13,400	41,739	50,087
Junior Brand Manager	8,600	10,700	9,600	27,913	33,496
Communication Marketing Coordinator	8,600	11,500	12,800	30,000	36,000
Marketing Specialist	5,900	9,600	7,700	25,043	30,052
Internet Marketing Specialist	7,500	11,800	9,600	30,783	36,939
<b>DIGITAL MARKETING</b>	<b>MINIMUM</b>	<b>MAXIMUM</b>	<b>MEDIAN</b>	<b>MEDIAN</b>	<b>MEDIAN</b>
Digital Marketing Manager	23,500	26,800	25,000	69,913	83,896
Content Strategist	5,000	12,000	8,000	31,304	37,565
SEO and SEM manager	8,400	18,000	13,200	46,957	56,348
Email marketing Specialist	5,300	10,800	8,000	28,174	33,809
Marketing Data Specialist	5,500	9,700	7,600	25,304	30,365
Social Media Specialist	5,500	10,400	7,900	27,130	32,557
Marketing Researcher	3,800	7,600	5,700	19,826	23,791

\* Fully loaded cost includes the following:  
 - social security contributions,  
 - contributions to the Labor Fund and the Guaranteed Employee Benefits Fund,  
 - write-offs to the Company's Social Benefits Fund

## SALES AND MARKETING SECTION WHAT WILL 2022 BRING?

Last year was marked by changes in almost every industry and the field of Marketing and Sales was no exception. Fast-moving trends, pandemic situations, hybrid or remote working, webinars instead of "live" meetings - these are just a few of the changes that are likely to evolve more equally in 2022.

The trend with working remotely, running events online continues to grow and there is no indication that this will change in 2022. Sales and marketing professionals increasingly value the ability to work from a hybrid format, allowing them to maintain a better work-life balance.

A natural consequence of moving activities to the Internet sphere is the development of Digital Marketing and Internet Sales. Unsurprisingly, we already observe that companies start to look for qualified specialists with increased intensity and, consequently, salaries for digital marketing talent will increase. There is a trend in Sales related to the increasing emphasis on creating a relationship with the consumer. Social Media, e-commerce platforms, and brand image creation have a large share in this. Specialists in these areas will be able to count on salary increases as well.



## SALARY TABLE C LEVEL ROLES/ HIGH LEVEL ROLES SECTION

ROLE	MONTHLY SALARY GROSS PLN			Annual Salary Gross EURO	Annual Salary Gross EURO/ Employer Full Cost
	MINIMUM	MAXIMUM	MEDIAN	MEDIAN	MEDIAN
CEO	32,400	54,000	43,200	112,696	169,043
VP	30,240	43,200	36,720	95,791	143,687
Managing Director	28,080	41,040	34,560	90,157	135,235
CTO	25,380	37,800	31,590	82,409	123,613
CFO	23,760	37,800	30,780	80,296	120,443
Sales Director	23,760	42,120	32,940	85,930	128,896
HR Director	23,760	36,720	30,240	78,887	118,330
Marketing Director	23,760	36,720	30,240	78,887	118,330
Head Of Project Management	19,440	30,240	24,840	64,800	97,200
Tower/Unit Director	19,440	22,680	21,060	54,939	82,409
Chief Marketing Officer	32,400	54,000	43,200	112,696	169,043
Category Director	23,760	32,400	28,080	73,252	109,878

\* Fully loaded cost includes the following:  
 - social security contributions,  
 - contributions to the Labor Fund and the Guaranteed Employee Benefits Fund,  
 - write-offs to the Company's Social Benefits Fund

## C LEVEL ROLES/ HIGH LEVEL ROLES SECTION WHAT WILL 2022 BRING?

With the increase in domestic and global prices of goods and services, employee salaries will increase in all sectors of the economy. 2022 will bring a lot of changes in terms of salaries for IT, SSC/BPO, Sales, Marketing and the Manufacturing and Engineering sector.

The current evolution in the economy will increase the demand for employees at the highest levels of each of these sectors as well. Monthly salaries for CEOs and Top Executives of organizations will increase by nearly 8% compared to 2021. Visible salary changes will take place not only at the lower and middle levels, but also at the top pillars.

# EMPLOYER BRANDING INSERT



## EMPLOYER BRANDING & TALENT ACQUISITION TRENDS 2022

The last two years took a toll on the recruitment industry. The rapid development of technologies, COVID-19, and major shifts in the job market created new recruitment trends and changes that continue to unfold.

Recruiters must now become experts in HR tech trends and get acquainted with practices such as virtual recruiting, predictive analytics, and many more to stay afloat and find skilful employees.

## EMPLOYER BRANDING

Sourcing is only a part of talent acquisition. You also need to ensure that potential employees feel drawn to and excited about working with your organization. A strong employer brand demonstrates your reputation as a company and showcases the people who work there now and why candidates would be interested in moving forward with your process. Start with your value proposition. What benefits do you provide to customers or end-users through your products or services? Potential candidates will evaluate your value proposition and weigh it with other companies they're considering.

While the core of your value proposition is about your customers, many companies will also include the benefits they provide to employees. Knowing employees are the heart of the company brand, your employer brand should be set up to attract and hire the best. You also want to evaluate your onboarding experience to ensure that all new employees feel valued and empowered in their first days, weeks, and months on the job. And be sure to tap into the resources of your team members to understand your employer brand better and make improvements when and where necessary.

## CANDIDATE EXPERIENCE

Companies spend a lot of time with the onboarding process and improving their retention rates but often forget about one pertinent factor in the process. The candidate experience informs potential applicants about the company way before they are in the running for a job. The candidate experience doesn't stop there. Candidates have expectations about how the process works, and if those aren't met, they are less inclined to accept the job offer and letting other prospective candidates know about their experience. Companies that improve the candidate experience will have more success with building a pipeline and hiring top talent.

## SOCIAL MEDIA WILL PLAY A BIGGER ROLE IN BRANDING

It will come as no surprise to many that social media's role in employer branding will grow in the next five years. Most of the candidates said social media was the most important digital channel and will increase their use of social media in the next five years. Jobseekers are likely to use social media in their job search. Companies that have a strong social media strategy not only engage these jobseekers but they also engage their existing employees. This includes sharing their stories, posting pictures and videos from your events, engaging with your audience and sharing interesting content.

## VIRTUAL RECRUITING

Virtual recruiting gained popularity even before COVID-19, but pandemic has boosted it. Today, virtual recruiting is the primary recruitment method for many companies. It involves searching for candidates through professional sites, online career forums, and social media, but also conducting virtual interviews and virtual onboarding processes. Virtual recruiting benefits both employers and employees. It allows employers to access a large pool of candidates and broadens career opportunities for potential employees. Virtual recruitment also speeds up the hiring process, saves time and money for both employers and employees, and reduces turnover rates.

## REFERRAL PROGRAMS

The hot job market has made the search for candidates a more challenging quest than ever before. That's where referral programs come in handy. These programs are often among the most cost-effective recruitment methods. Often, referred employees are a perfect cultural fit, good performers, and less likely to leave. Referral programs vary and may include doubled monthly salary, bonuses for successful referrals, phones or laptops as rewards, and so on.

## AI RECRUITING

AI recruiting is becoming more popular among HR professionals and refers to the use of artificial intelligence to automate the parts of the recruitment process like screening CVs or scheduling interviews. Thanks to AI, recruiters can focus on creating better strategies to communicate with shortlisted candidates instead of spending time and effort screening CVs. AI recruiting also enables recruiters to gain more information about the skills and knowledge of the candidates by analyzing their social media, CVs and defining patterns of behavior.

## UPSKILLING AND RESKILLING

The pandemic has exacerbated what was already perceived as a significant skills gap. But there is a solution. With advancements in technologies like automation and AI, companies that focus on upskilling and reskilling have an advantage in the marketplace. By providing opportunities for continued learning, companies increase their effectiveness without having to source and hire outside talent for these roles. As an added benefit, upskilling significantly increases employees satisfaction and retention. The statistics are astounding. Companies with a comprehensive training program have higher income per employee than companies that don't. They also have a higher profit margin than companies that spend less on this kind of employee development.

## DIVERSE TEAMS

Remote work made it possible to hire employees based solely on their skills and knowledge instead of their location. As such, workforces become more diverse in terms of culture, race, religion, gender, etc. In turn, diversity increases companies' productivity, creativity, and profit. Every employee presents different points of view based on their background and experience. Having multiple perspectives on the same problems leads to fast, unexpected, and efficient solutions.

## WRAP UP

The recruitment industry is now less about paper-pushing and more about diversity, modern technologies, and adaptation. Rapid changes of the last few years brought about new trends in recruitment. You have to stretch beyond traditional channels to find the perfect fit. Use newly-developed recruitment software and apps, promote your company on social media, and encourage current employees to spread the word about opportunities at your company among their network.

## GENERATION Z RECRUITMENT

Some of us still imagine Gen Z as edgy teenagers who have weird tastes in music and clothes. But it's 2021 out there, and Gen Z has already grown up and infiltrated the job market. And it turns out they have pretty different views on jobs and careers compared to millennials. To attract Gen Z talent, you need to adapt your recruitment strategies to their values:

- Prioritize diversity
- Foster flexibility and remote work opportunities
- Automate and digitize the recruitment process
- Focus on selling the role

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