

HAYS HUNGARY SALARY GUIDE 2024

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PREFACE



Dear Reader,

The labour market has had a busy year. No wonder that employers are entering 2024 somewhat exhausted. The unfavourable economic environment has added to the existing workforce challenges. Retention has gained an even greater emphasis, and a lot of companies have responded to the obstacles of the past year with organisational restructuring, alongside wage increases.

The Hays Hungary Salary Guide 2024 is for you. Whether you're an employer or an employee looking for information about the latest news on the Hungarian labour market, wages and industry trends, you'll find useful information here.

In the first part, you can see the results of our latest labour market survey of 2,600 employers and workers. The second part of the publication contains analyses of 14 different industries by Hays recruitment consultants.

In 2024, the focus for most companies will be on increasing efficiency, which will result in a greater emphasis on digitalisation, automation, and especially artificial intelligence (AI). While many industries are still searching for a place for AI, employers are open to integrating new technology. However, employers should take into account that, in addition to training for their profession and role, they may also need to train their employees in the use of AI. A full chapter is devoted to this topic, a first for Hays Hungary.

Competition for skilled candidates is expected to remain intense in 2024. Employers should prioritise vocational training, as well as offering flexible working hours. Professional development and work-life balance are just as important to employees as salary.

Our research is based on data from hundreds of Hays Hungary recruitment projects, provided by our existing multinational, medium and small business partners over the past year.

I hope that you will find the market analysis and salary data in the Hays Hungary Salary Guide 2024 to be a valuable reference point, and that you will discover many interesting insights in our publication.

I wish you pleasant reading!

Tammy Nagy-Stellini

Regional Director
Hays Hungary & Romania



ABOUT THE REPORT

The annual Hays Hungary Salary Guide Report provides the most extensive overview of the Hungarian labour market and summarises the insights of our recruitment consultants in 14 industries.

Our report provides an in-depth analysis of salary ranges over 500 positions, including junior, senior, and managerial roles. The ranges are categorised by minimum, maximum and typical salaries for full-time roles, excluding bonuses and benefits.

To gather this information, we have utilised data from hundreds of recruitment projects carried out by Hays Hungary, working with our multinational and small and medium-sized enterprise partners in 2023. In addition, the report includes the results of our latest nationwide labour market survey, in which we received feedback from more than 2,600 employers and employees.

We would like to thank our survey participants for their invaluable contributions to this research and publication.

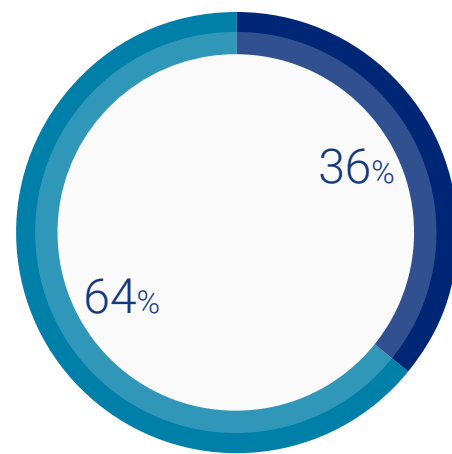


SURVEY PARTICIPANTS



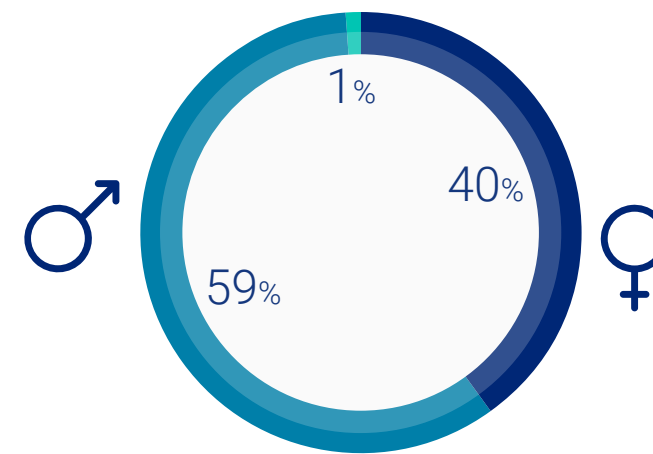
Survey participants

- Employer
- Employee



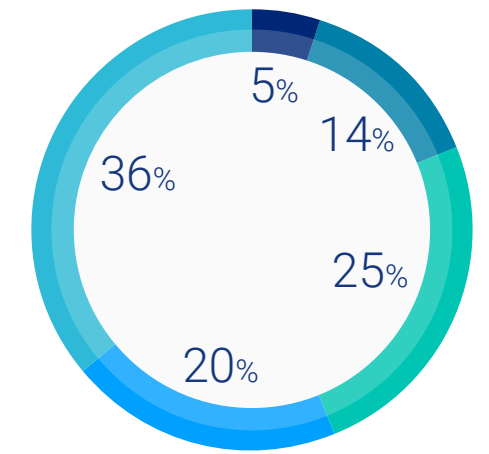
Gender

- Woman
- Man
- I do not wish to share this information



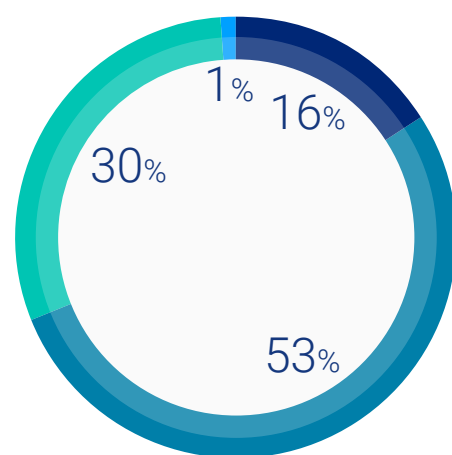
Company size

- Micro (max. 10)
- Small (10–50)
- Medium (50–250)
- Large (250–1000)
- Very large (1000+)

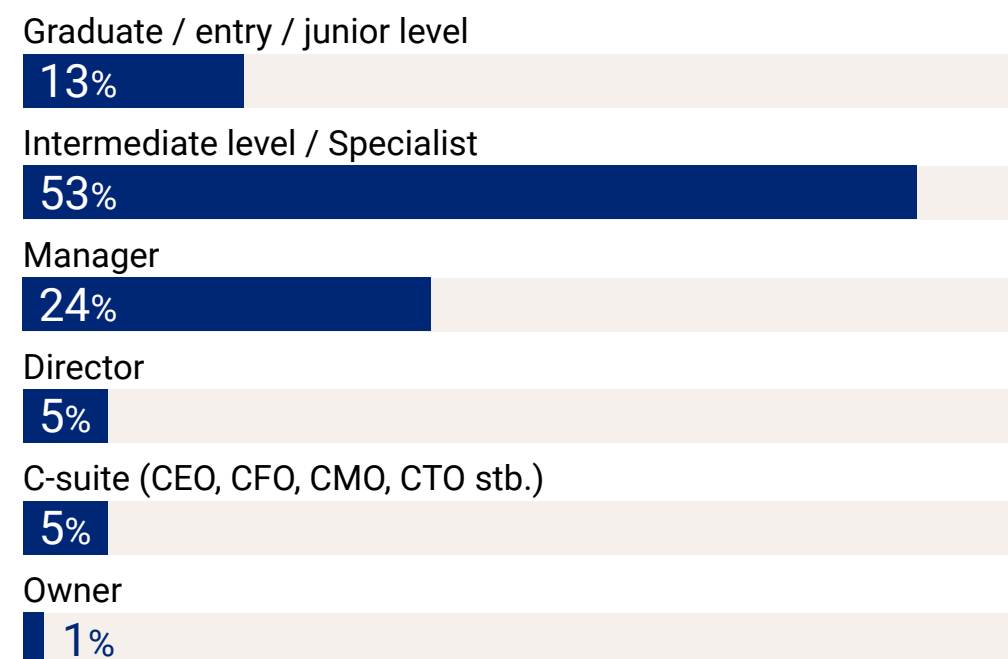


Age

- 18–26
- 27–39
- 40–61
- 62+

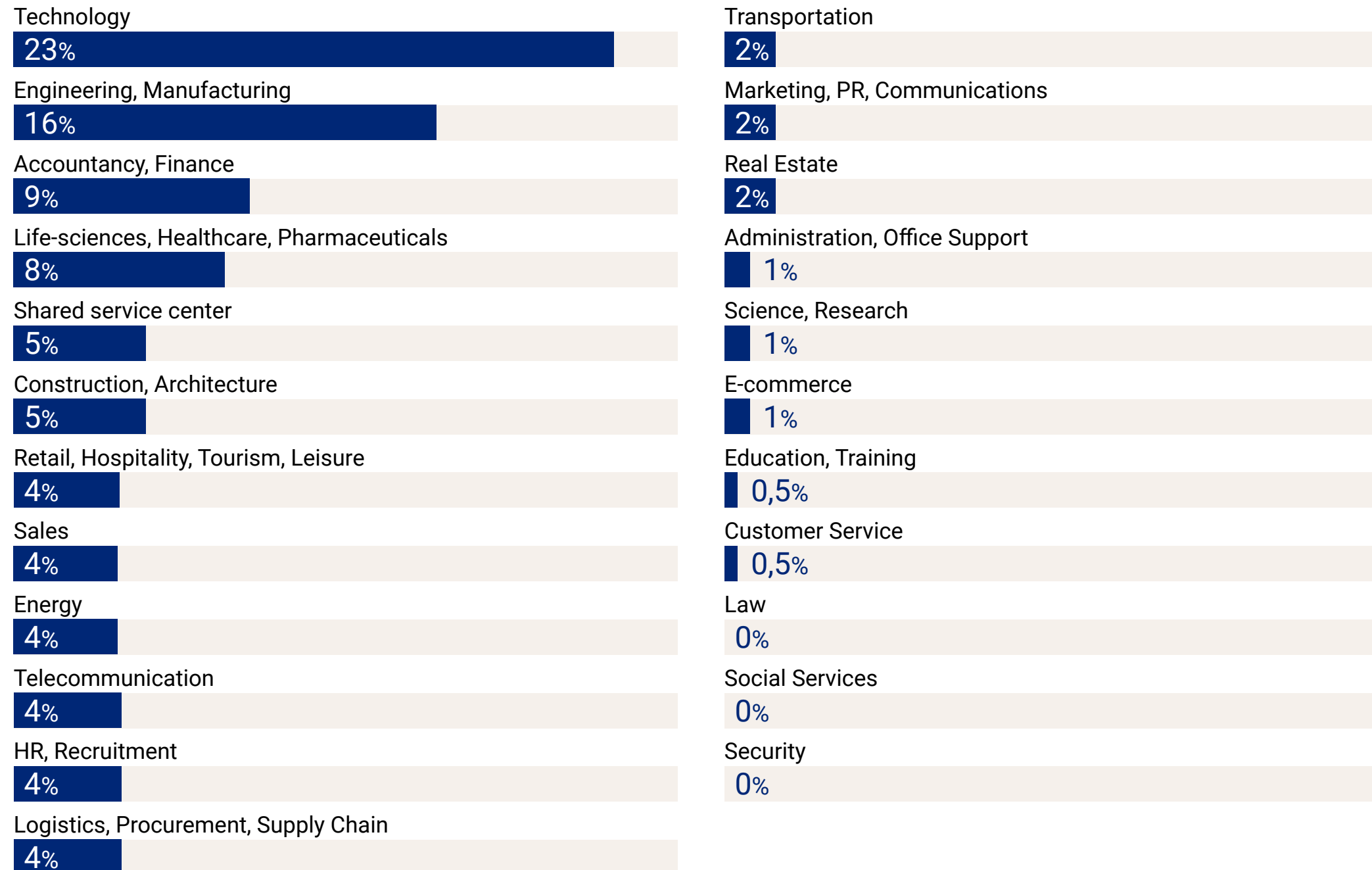


Seniority level



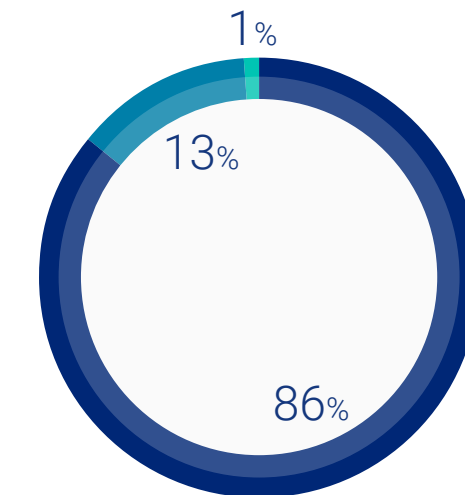
SURVEY PARTICIPANTS

Industry

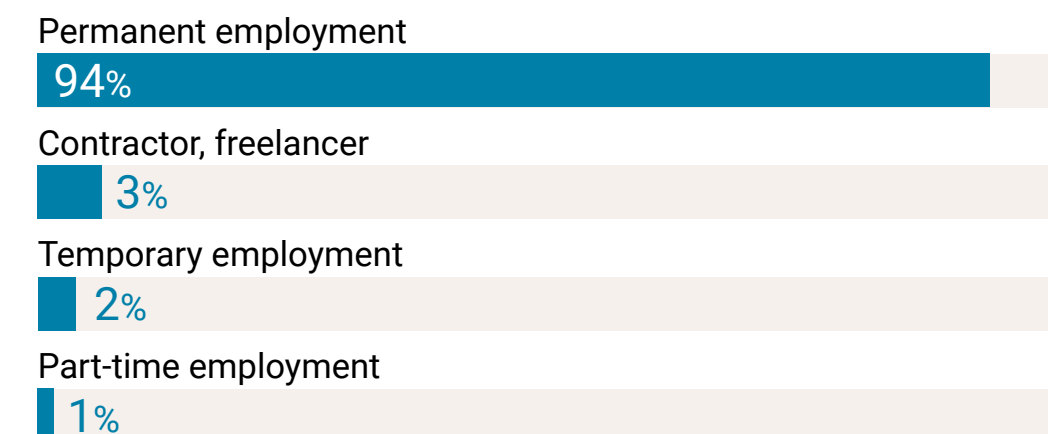


Sector

- Private sector
- Public sector
- Non-governmental (foundations, public benefit organisations)



Form of employment



*Includes employee responses only



THE LABOUR MARKET IN 2024

LABOR MARKET OVERVIEW

2023–2024



In 2023, the labour market was affected by high inflation and recession. Business opportunities had declined, with many facing a backlog of orders, while the challenge of retaining workers remained unchanged. Employers had no choice but to adapt, mainly through restructuring and fine-tuning, and sometimes through price increases or more drastic measures, in order to stay afloat. Looking ahead to 2024, the job market appears to have navigated the challenges with some difficulty, but ultimately successfully, although it is not yet completely out of the woods.

Compared to last year's survey, employers are slightly more optimistic about 2024. However, the majority still hold a pessimistic view regarding macroeconomic changes in the next 1-2 years. On the other hand, employees have a neutral or even optimistic outlook for the longer-term economic future over the next 2-5 years.

In 2023, the recession has become a reality. While a year ago, the effects of a possible recession were mainly expected to include job cuts, fewer business opportunities, and a decline in orders, the impact has been more severe in some areas and less severe in others.

According to our survey, almost 40% of employers have experienced a decline in business opportunities due to the recession, which explains the gloomier outlook. While only a small proportion of employers, less than 10%, expected organisational restructuring to be the impact of a crisis last year, it is now the second most common consequence. The number of redundancies increased slightly, but there were significantly more project suspensions in 2023 than employers had anticipated a year earlier.

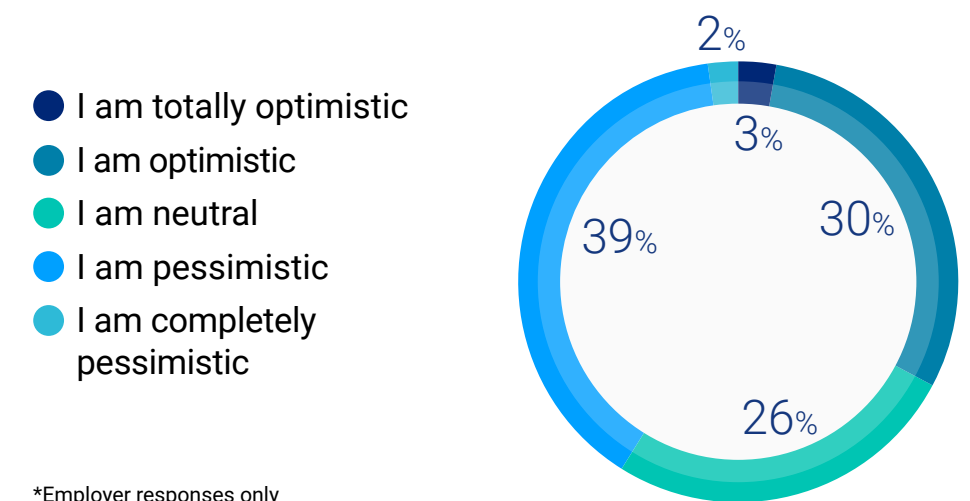
This difference is also evident in concrete corporate actions. Previously, budget reorganisation was considered the most crucial step during a crisis, but current measures include organisational restructuring. By the end of 2022, a quarter of companies had calculated price increases in the event of a recession, and it is unsurprising that they had to implement them in 2023.

There has also been a change in the priority list of improvements and investments. In 2024, process optimisation will be the main focus of employers, and although workforce retention will remain a focus, it has moved from its previous leading position to third place.

Increasing efficiency is therefore expected to be key for companies in 2024. This is also reflected in the increasing dynamism of technological innovation. In 2023, the emergence of new technology – especially AI tools – and ongoing digitalisation has apparently left many feeling uncertain and in need of guidance. However, in 2024, it is expected that the way in which new technology is integrated and the changes it will bring for the labour market will become clearer.

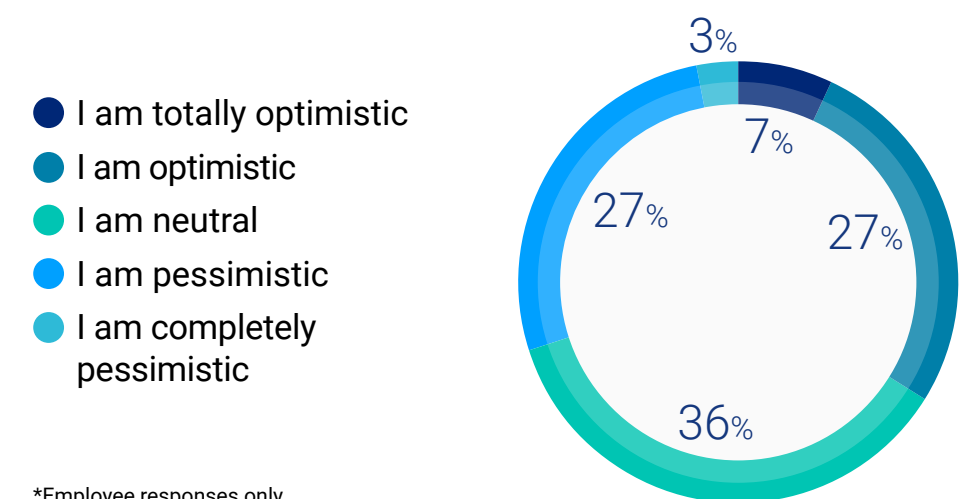


How optimistic are you about the wider economic climate and the employment opportunities it may/may not create within the next 1-2 years?



*Employer responses only

How optimistic are you about the wider economic climate and the employment opportunities it may/may not create within the next 2-5 years?



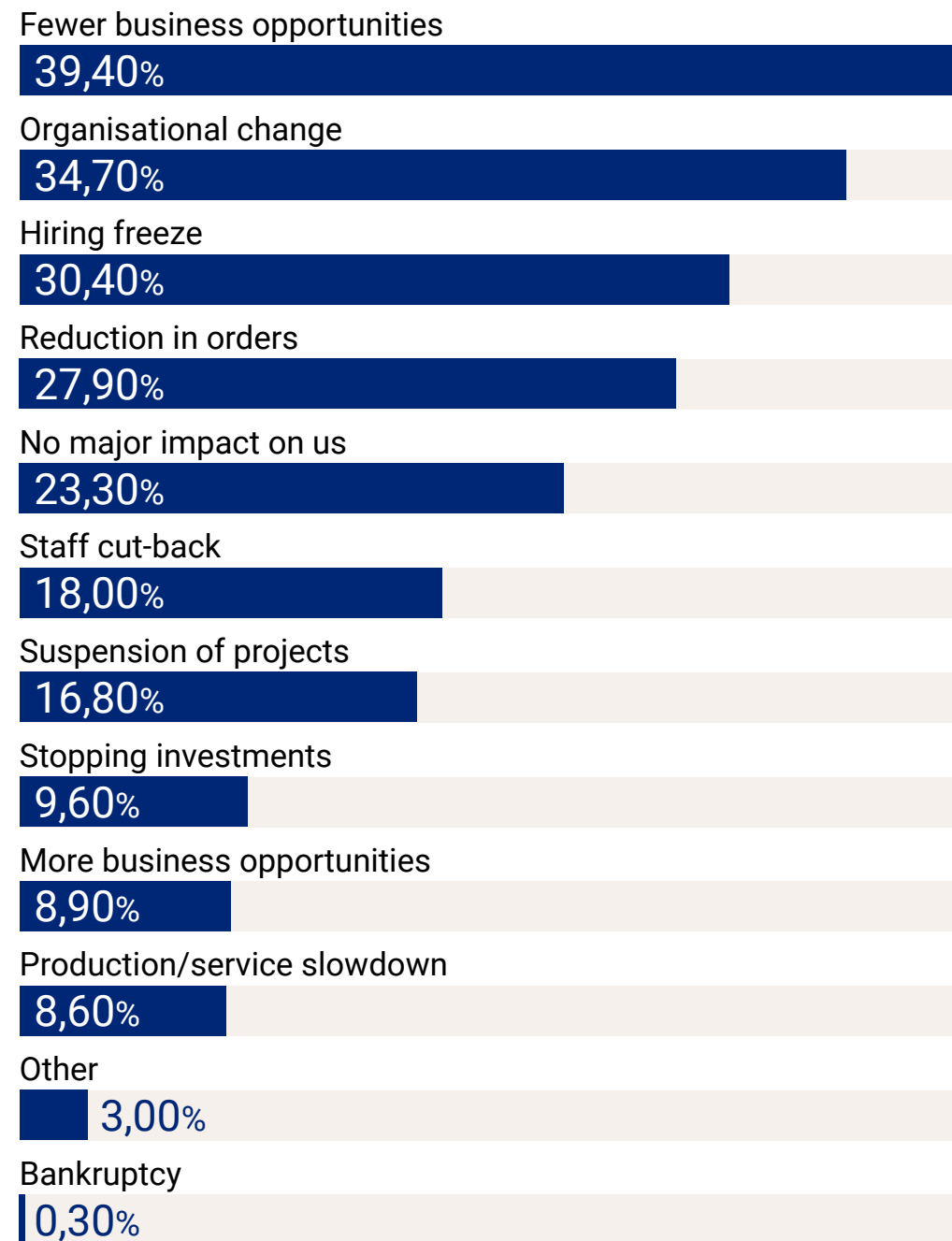
*Employee responses only



LABOR MARKET OVERVIEW

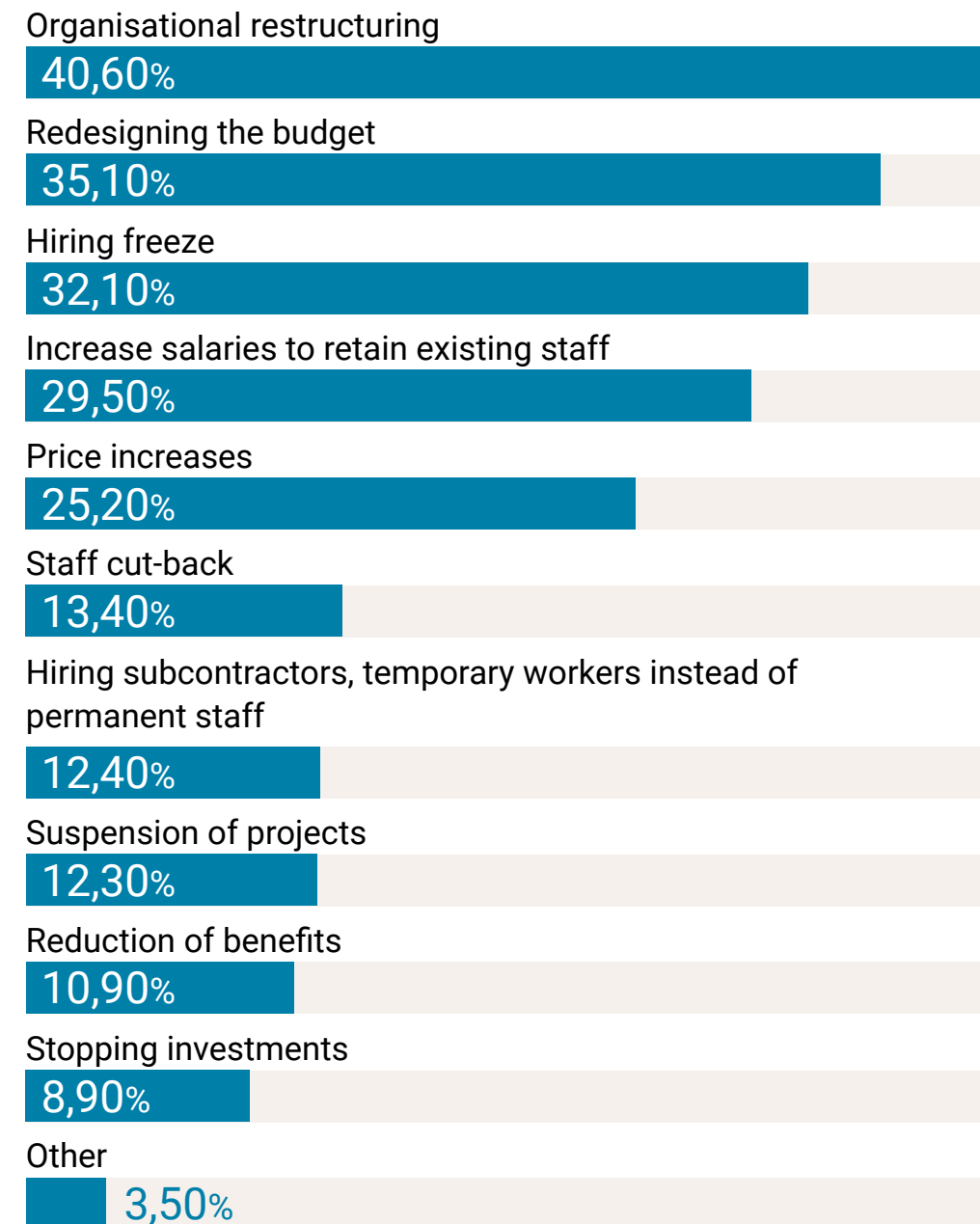
2023–2024

How is the recession affecting your company?



*Multiple choice survey question

What measures are currently in place in your company?

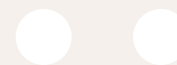
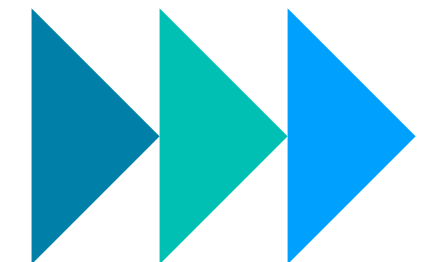


*Multiple choice survey question

The prioritisation of development and investment has also changed. According to employers, the focus in 2024 will be on efficiency improvements, with process optimisation being the top priority. Business improvement closely follows, and although workforce retention has slipped to third place from its leading position last year, it remains a top priority. Automation, digitalisation, and artificial intelligence have made significant strides up the list, providing a substantial boost to efficiency efforts.

It seems, therefore, that after the exhaustion of business opportunities, even with crisis management requiring new approaches, it was not possible to fully recover. Therefore, in 2024, companies can direct their resources to make existing processes and structures more efficient (e.g. product development has also been significantly relegated), and if necessary, they are willing to venture into new technological areas.

It is encouraging that, although more companies suspended ongoing projects in 2023 than expected, this trend decreased slightly as the new year approached. Over half of employers plan to continue or start new projects in 2024. However, there is still a high degree of uncertainty, with a quarter of companies still planning for 2024.



LABOR MARKET OVERVIEW

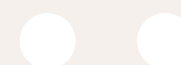
2023–2024

What are your organisation's investment focus areas for 2024?



*Multiple choice survey question

What is going to happen with the current investments / projects?



HR STRATEGIES AND RECRUITMENT



The labour market throughout 2024 will mirror that of 2023 – finding the right candidates will continue to be a major challenge. Although almost a quarter of employers say that there are more jobseekers in the market now than in previous years, the scarcity of skills and high wage demands among candidates are a continuous concern.

With high inflation and a recession significantly impacting the economy in 2023, with business opportunities falling sharply and the value of wages plummeting, it was already a major challenge for companies to stay afloat and retain workers. In addition, the difficulties faced in attracting talent have not eased.

Almost half of the employers say there are few qualified candidates on the market to choose from, and salary demands are unrealistic. The overall skills shortage has also deteriorated compared to last year, and employers still have to compete fiercely for talent.

An increase in headcount was reported by 52% of responding employers, which is a surprising result given the economic challenges, but the truth is that this is more than 10% lower than last year.

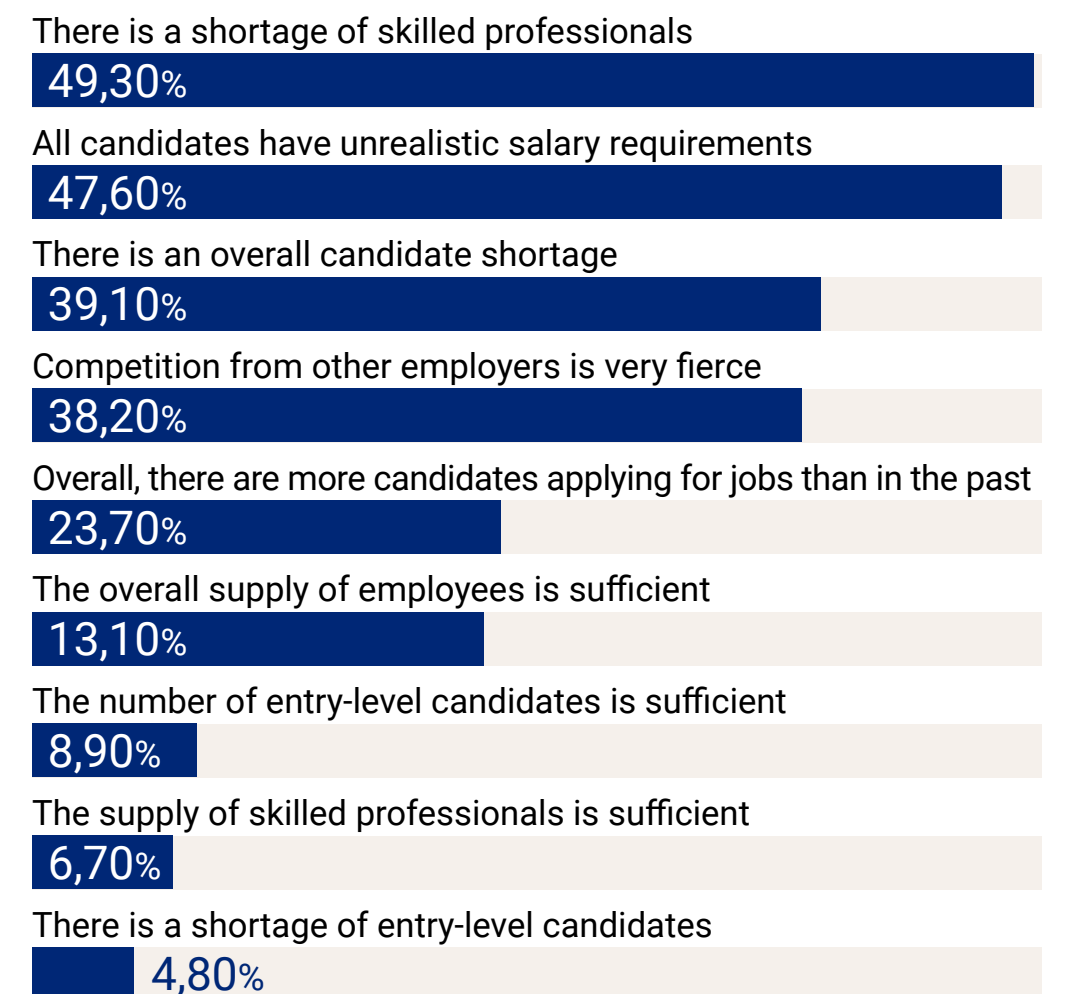
2024 brought only minimal changes in terms of the strategic goals set. As already mentioned in the context of investments, the development of the product and service portfolio has been pushed down the podium. The top three goals for the new year are to increase profits, revenue and competitiveness. However, employers surveyed remained confident about staffing levels, with the vast majority believing that their companies have the right skills to meet their business objectives this year.

If anything could stand in the way of the 2024 plans, employers say that apart from financial constraints, retaining valuable staff and the shortage of qualified candidates in the market will be the major obstacles.

85% of employers recruit from the domestic labour market. The vast majority either do not need or want to hire international professionals. Practical reasons such as legal and resource constraints or lack of knowledge of foreign markets play a role. It is worth noting, however, that more than half of those who cited other reasons said that Hungarian language skills were essential for their positions – and this in itself would presumably make the search for foreign candidates unnecessary.

The skilled professional shortage is a long-standing and apparently still growing problem in recruitment. Specialist, senior and manager positions remain the most difficult to fill. This phenomenon is also responsible for the fact that although companies still recruit mainly on a permanent basis, temporary staffing has a much larger segment of the employment mix than before.

Which of these statements best describes the labour market in 2023?

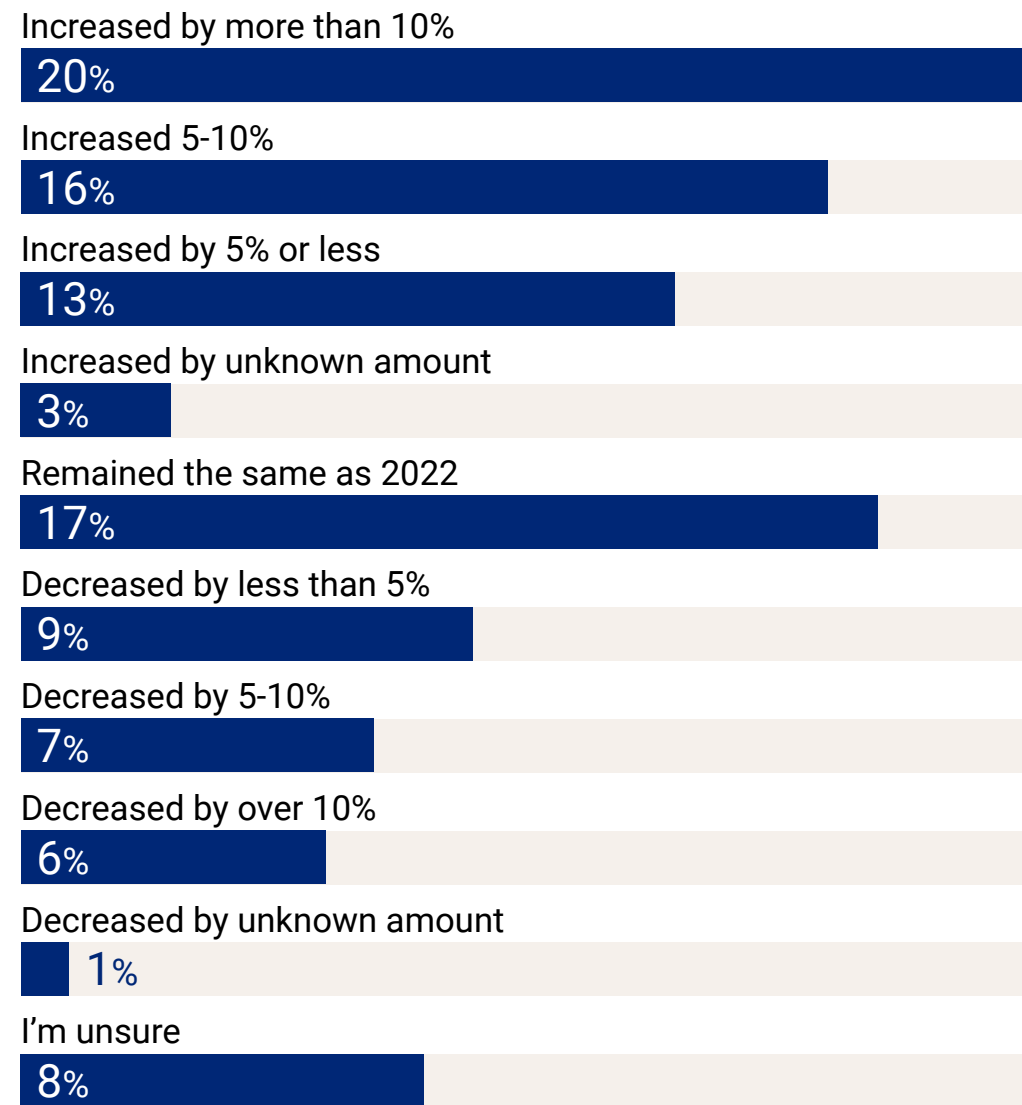


*Multiple choice survey question

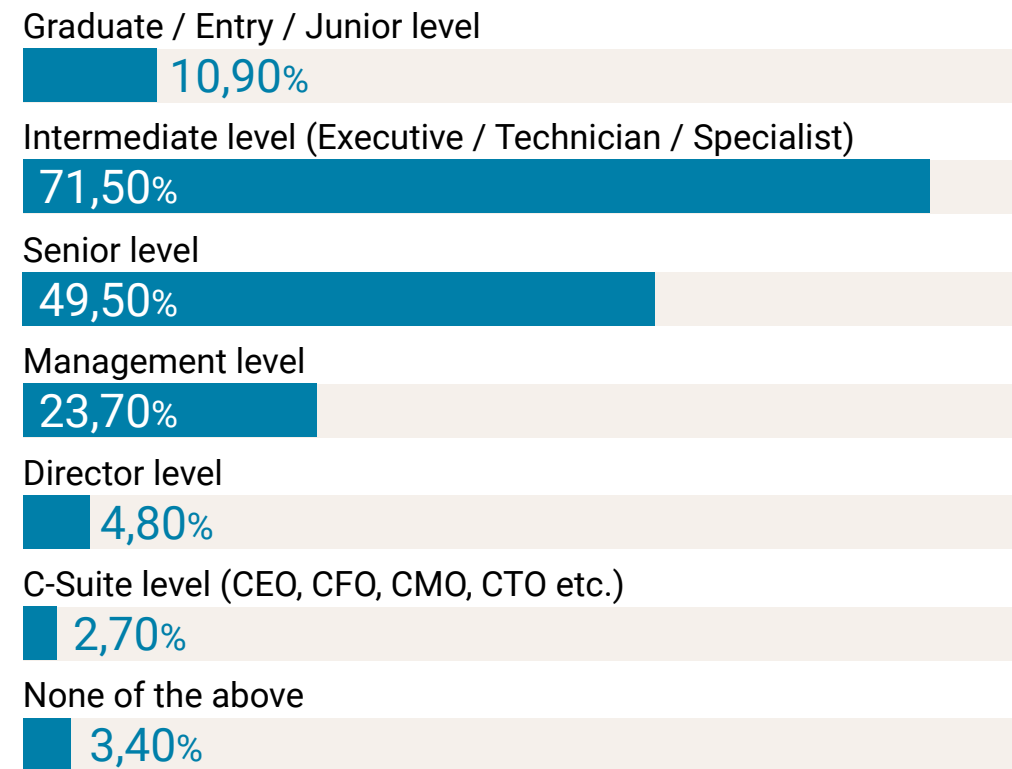


HR STRATEGIES AND RECRUITMENT

How did your organisation's headcount change in 2023 compared to 2022?

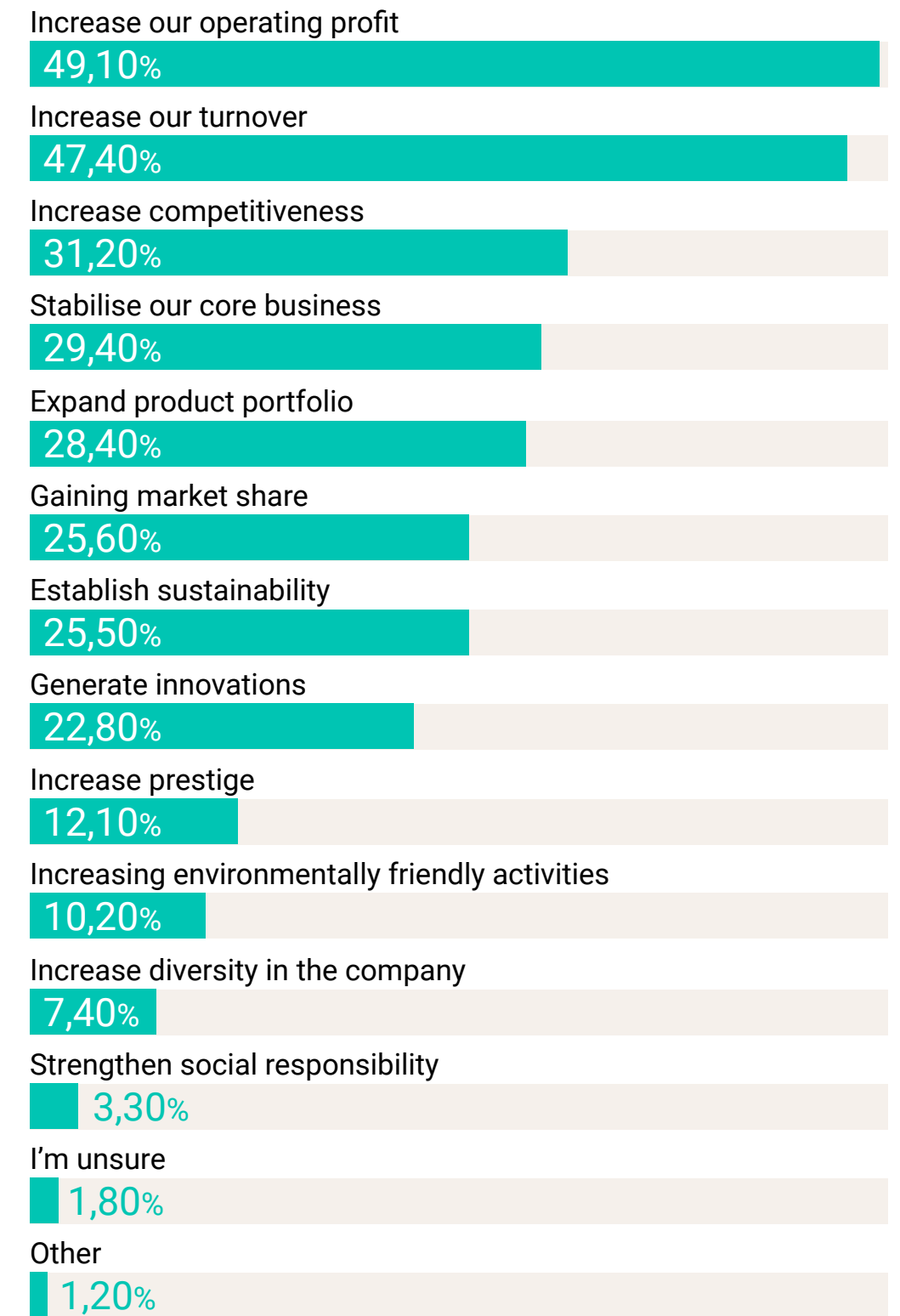


Which positions have been the most difficult to fill?



*Multiple choice survey question

Which strategic goals are currently in focus in your organisation?

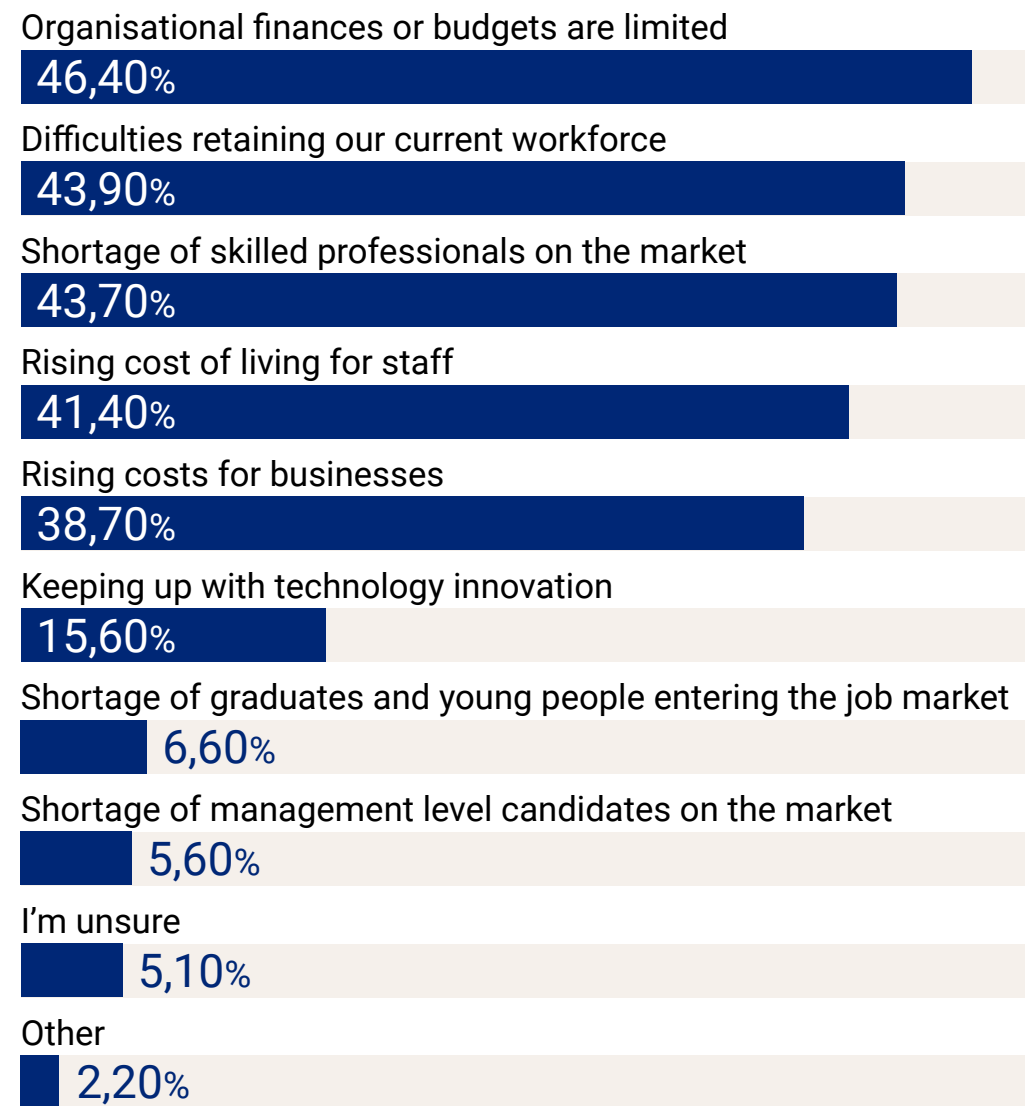


*Multiple choice survey question



HR STRATEGIES AND RECRUITMENT

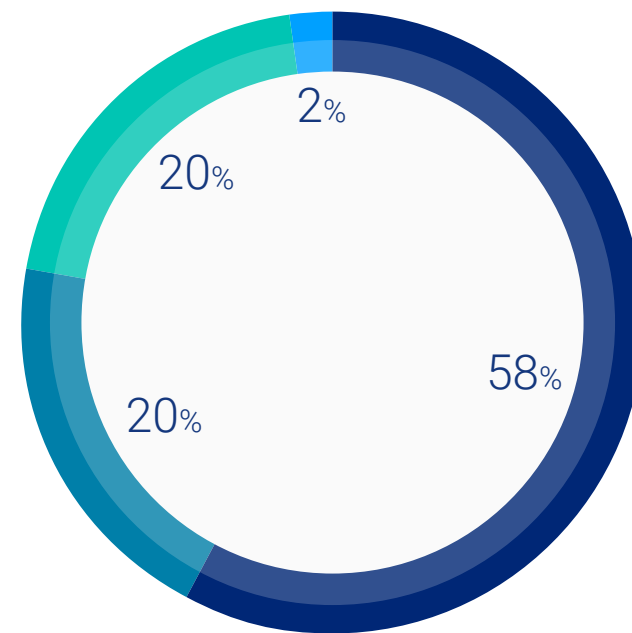
Which of these factors do you currently feel is most likely to limit the achievement of your organisation's strategic goals?



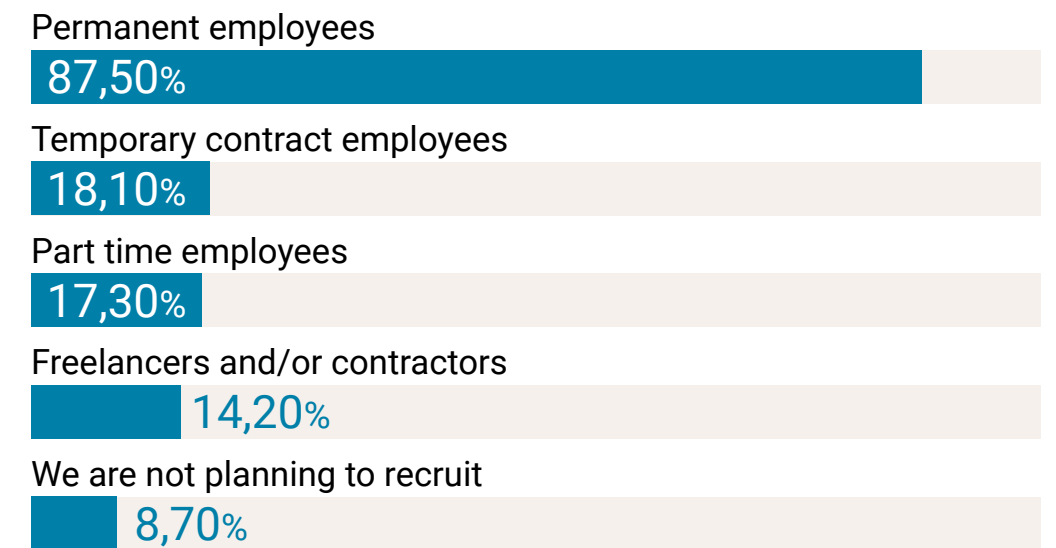
*Multiple choice survey question

Do you think your organisation has the skills it needs to achieve its current objectives?

- Yes – slightly agree
- Yes – strongly agree
- No – slightly disagree
- No – strongly disagree



What kind of roles are you recruiting for in 2024?



*Multiple choice survey question



EMPLOYEE SATISFACTION



In 2023, a major challenge for employers was to ensure that employee satisfaction did not plummet because of pay. The value of money and salaries deteriorated rapidly during the year, making retention and business stability a distinct challenge. However, what employers have achieved through pay rises and organisational fine-tuning in the face of the economic instability is a major achievement, but will it pay dividends in terms of employee satisfaction?

In 2023, 78% of surveyed workers reported an increase in their pay. Similar to last year, nearly 70% of workers are satisfied with their current job. Overall satisfaction rates with pay remain unchanged compared to previous results, with 60% satisfied and 40% not.

This result may not have been noteworthy a year or two ago. However, it is now an exciting development looking back to 2023. Despite shrinking business opportunities, employers have managed to keep up with unusually high inflation by raising wages. These efforts have only seemingly contributed maintaining employee satisfaction, rather than increasing it tangibly. However, as employees consider many elements when quantifying their overall satisfaction, organisations that have been able to keep up with inflation should be applauded for their initiatives.

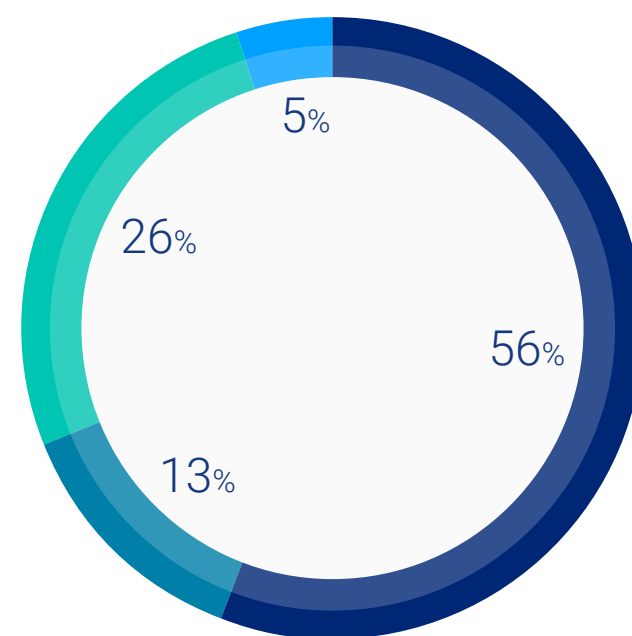
Due to the significant deterioration in the value of money, it should be emphasised that 19% of the employees surveyed saw no change or a decrease in their salary in 2023, which is a particularly high proportion.

In addition, one in two workers surveyed feel that their pay is not in line with the responsibilities and duties involved in fulfilling their role. And while for more than 70% everything has remained the same in this respect, a quarter of workers have had more tasks and responsibilities since their pay changed.

Despite this, a slightly higher proportion of surveyed workers are satisfied with their jobs and pay compared to those who are not. Moving into expectations for the future, workers are rather optimistic about pay rises coming their way.

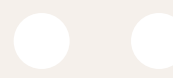
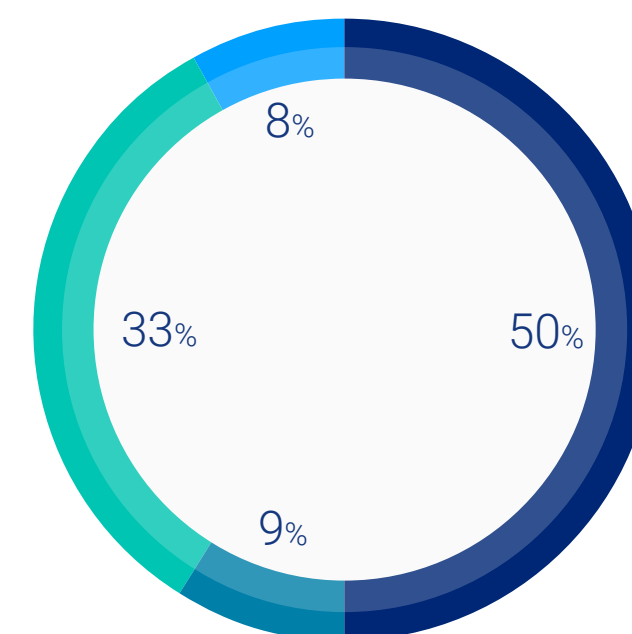
How satisfied are you with your current job?

- Satisfied
- Very satisfied
- Dissatisfied
- Very dissatisfied



How satisfied are you with your salary or pay rate?

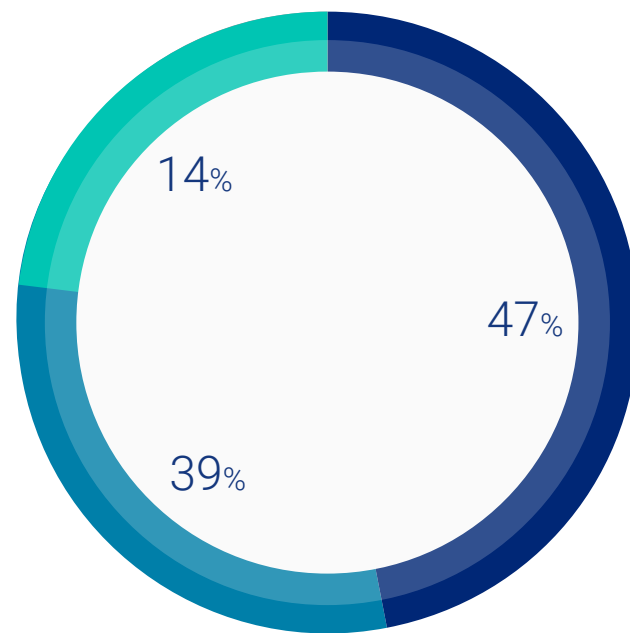
- Satisfied
- Very satisfied
- Dissatisfied
- Very dissatisfied



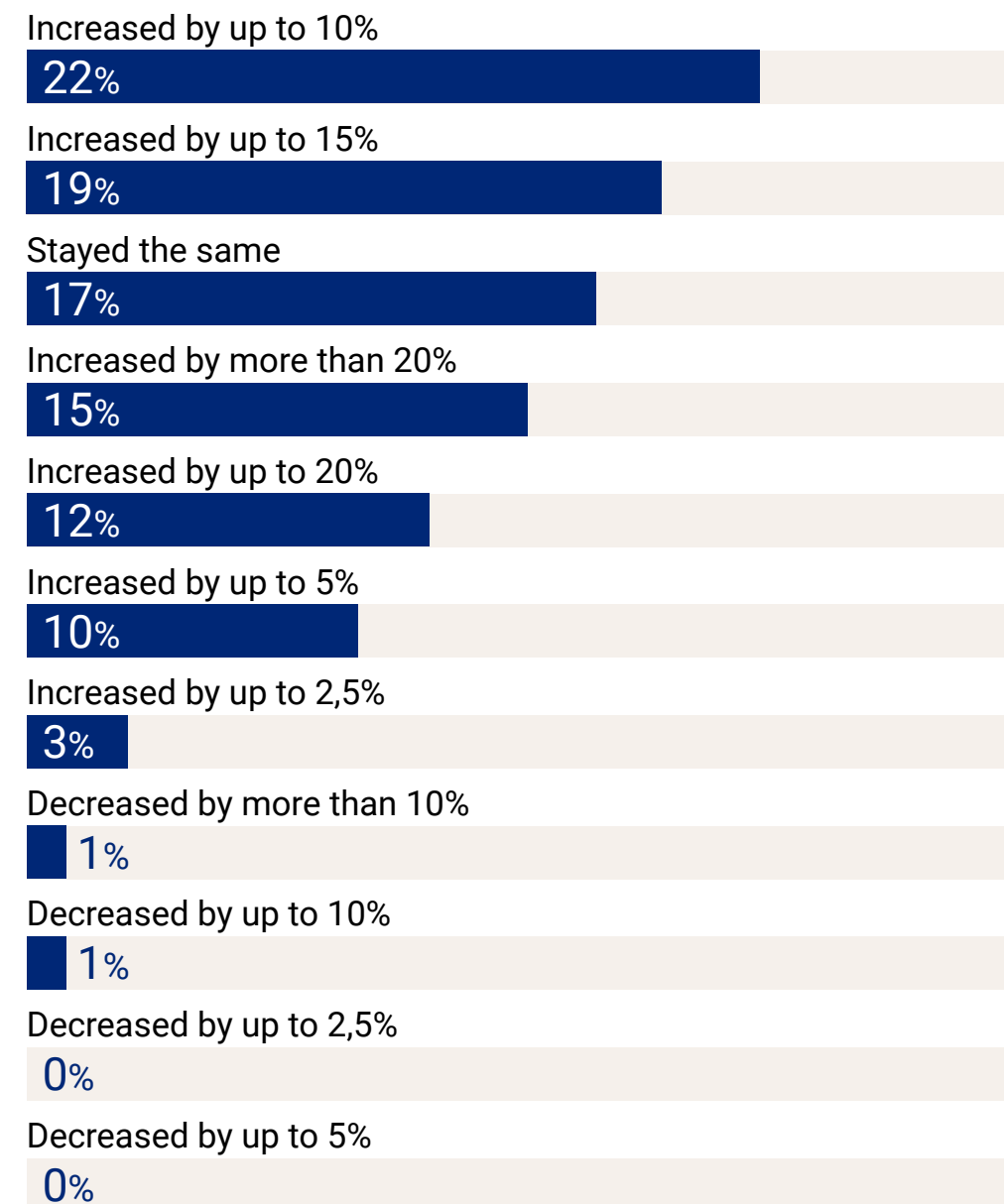
EMPLOYEE SATISFACTION

Do you think your salary is aligned with your responsibilities?

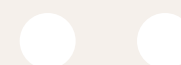
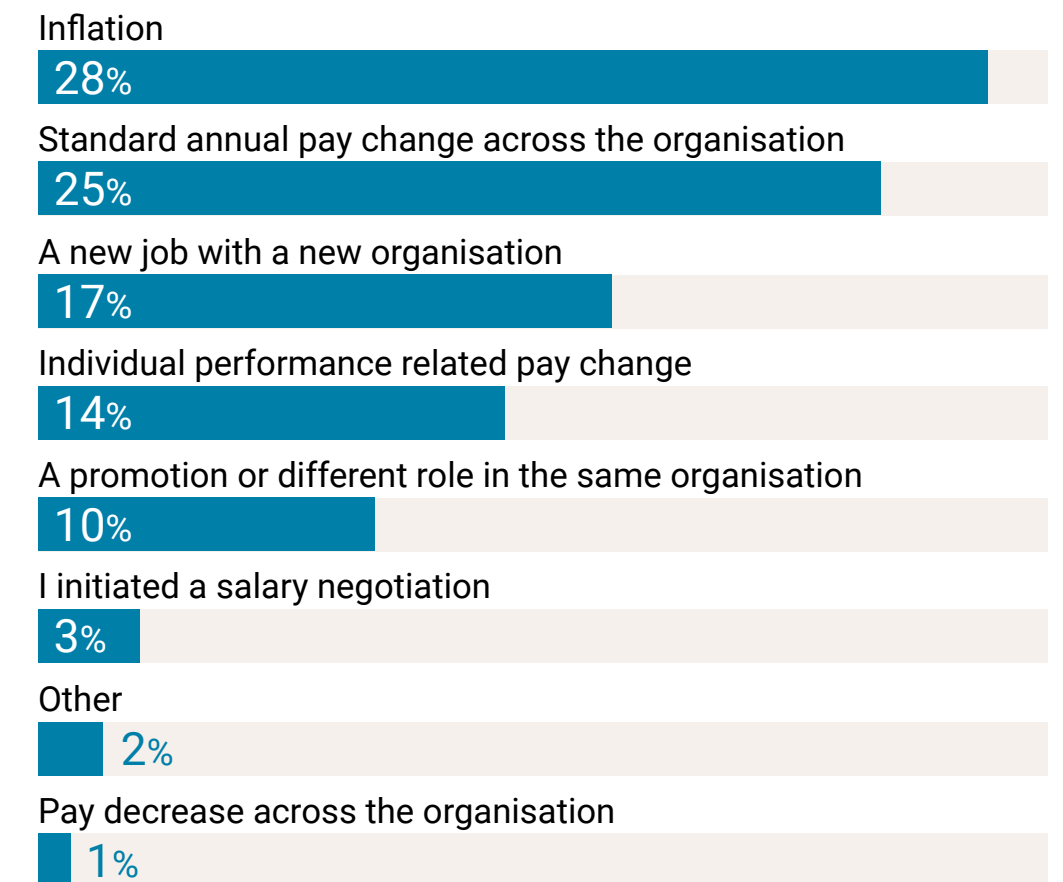
● No ● Yes ● Unsure



By what percentage did your salary change in 2023?



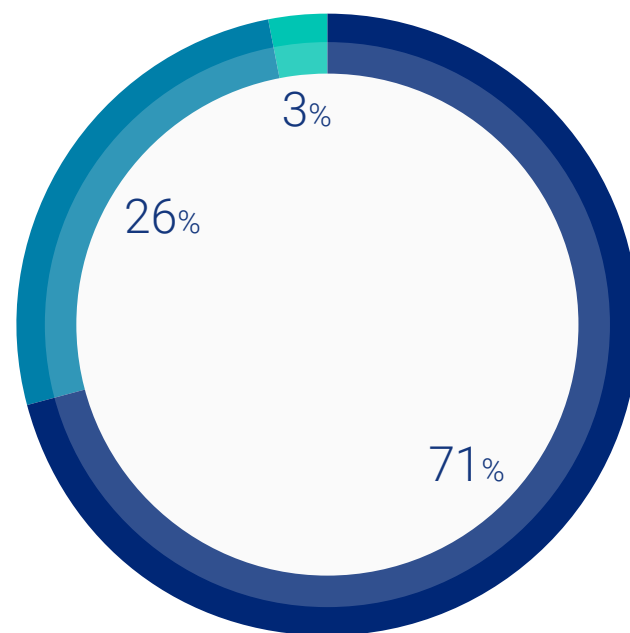
What was the reason for your salary change?



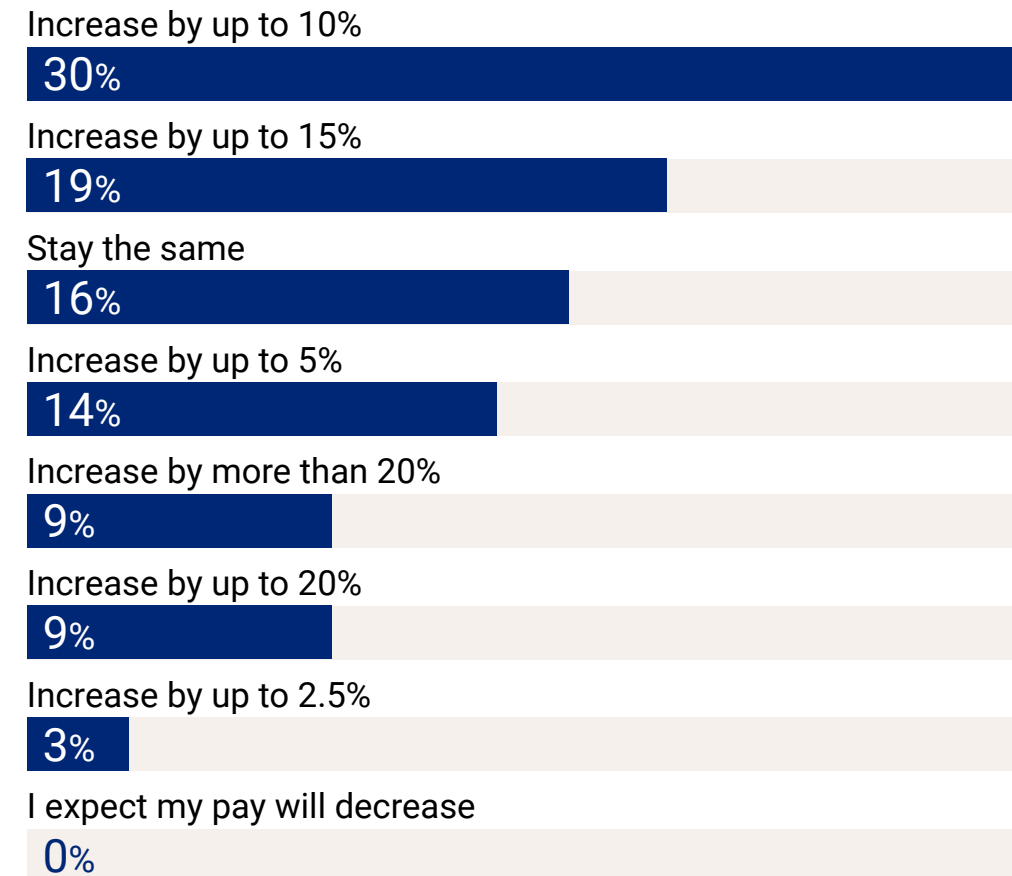
EMPLOYEE SATISFACTION

Has your workload or the scope of your responsibilities changed as a result of your salary change?

- No, they have remained the same
- Yes, they have increased
- Yes, but they have decreased



In 2024, what percentage change in pay do you expect to receive?



CAREER DEVELOPMENT



In addition to their salary, workers decide to change jobs mainly because of their career opportunities and work-life balance. The majority are not planning a career change this year, and their annual outlook for promotions has taken a 180-degree turn compared to 2023.

The majority of workers surveyed have been in their current job for less than four years. The most recent career change for most of them has been a new job with a different organisation, with only around 13% of respondents making an internal move with their current employer. The main reason for a recent job change is by far the salary, but professional reasons (career development, progress, challenge) are in the next three places. In other words, they switched workplaces because they are ambitious, looking to challenge and improve their skills, and progress professionally. The responses from survey participants also showed that a lack of work-life balance often played a role in their job change.

A majority feel that they can plan a long-term career path for themselves in their current job, but a third of workers feel that they do not have the opportunity to do so.

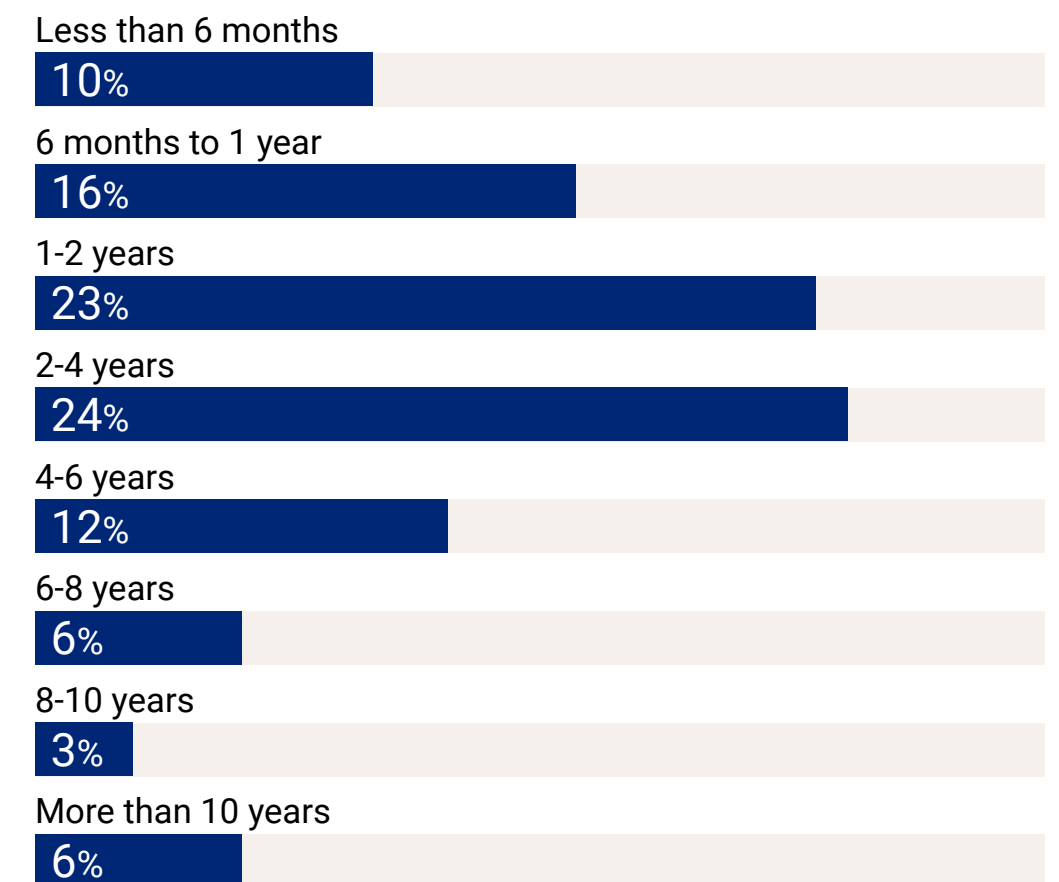
This is also reflected in an interesting turnaround in the outlook for promotions. While a year ago, nearly 70% of workers surveyed expected a promotion in 2023, this proportion has just turned around: 70% of participants do not expect a promotion in 2024.

There was also a large increase in the proportion of people who do not plan a career change in the year ahead. However, almost a quarter (!) of workers surveyed still plan to take up a similar position in another company - a phenomenon that could still be a headache for employers in 2024.

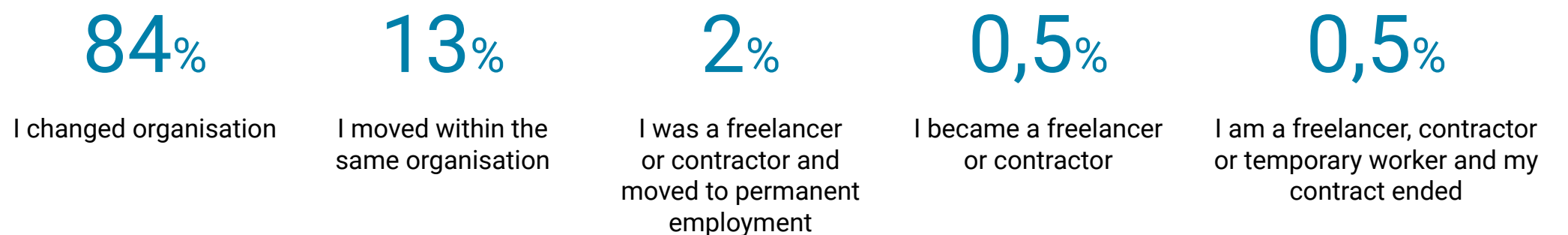
In terms of job choice, the order of the main deciding factors - beyond salary - has not changed significantly in a year. The top three are still benefits packages, work-life balance and professional development opportunities. Almost 30% of workers also look for exciting, challenging projects when choosing a job, a result that is in line with the lack of professional development opportunities ranking high among the main reasons for changing jobs.

Last year, the Hays survey measured workers' willingness to move within the country and abroad with separate questions. The results showed that only 30% would be willing to move for a better job opportunity domestically, while 60% of respondents would be willing to move to another country. This year a merged question addressed worker mobility. The willingness of workers to move for a better job opportunity abroad remains high (45%). However, 31% of respondents would not move in the next 1-3 years, or if they did (15%), they would only do so within the country.

How long have you been in your current role?



What was the last change you made in your career?



CAREER DEVELOPMENT

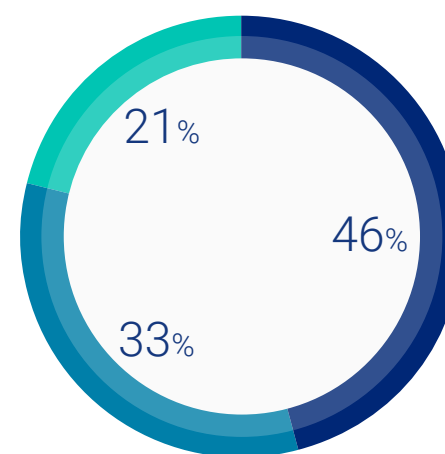
What were the main reasons for your change? Top 10



*Multiple choice survey question

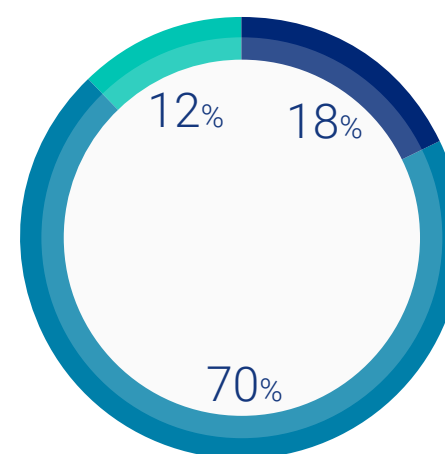
Do you feel there is scope for career progression within your organisation?

- Yes
- No
- I'm unsure

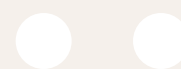
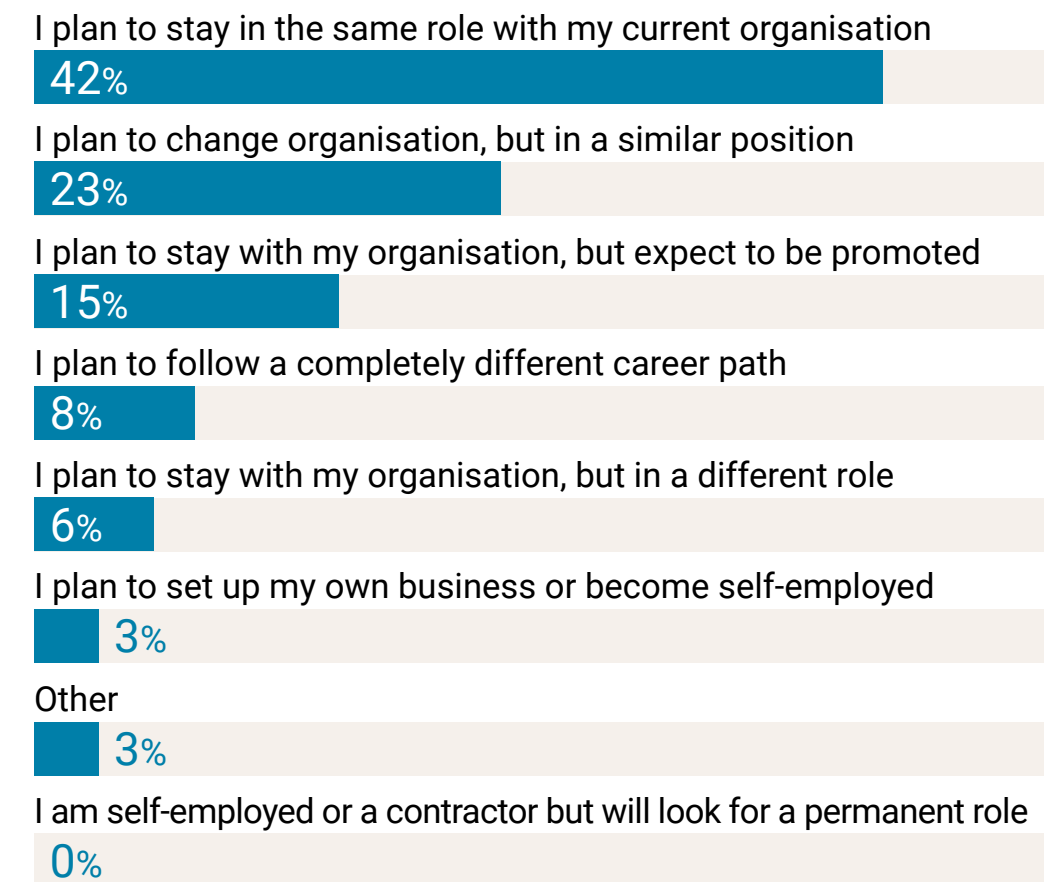


Do you expect a promotion in 2024?

- Yes
- No
- I'm unsure

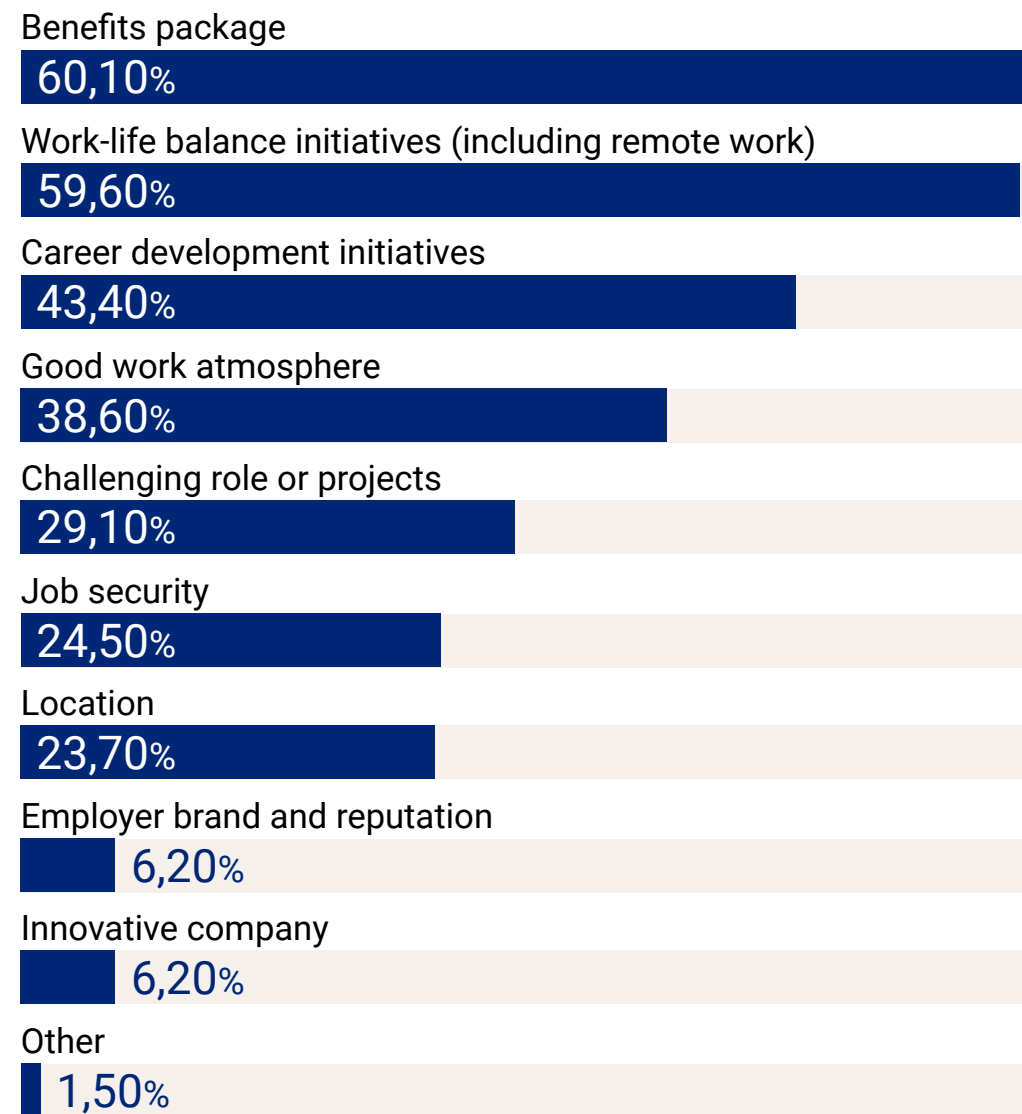


Do you plan to make any of the following changes to your career path in 2024?



CAREER DEVELOPMENT

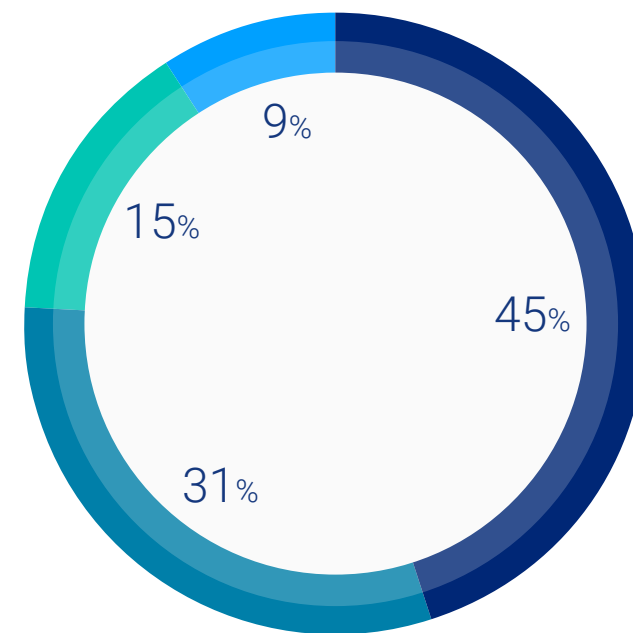
Aside from salary, which of the following factors are most important to you in an organisation? Top 10



*Multiple choice survey question

Would you be willing to move for a better job?

- Yes, even abroad
- No, certainly not in the next 1-3 years
- Yes, but only within Hungary
- No, not at all

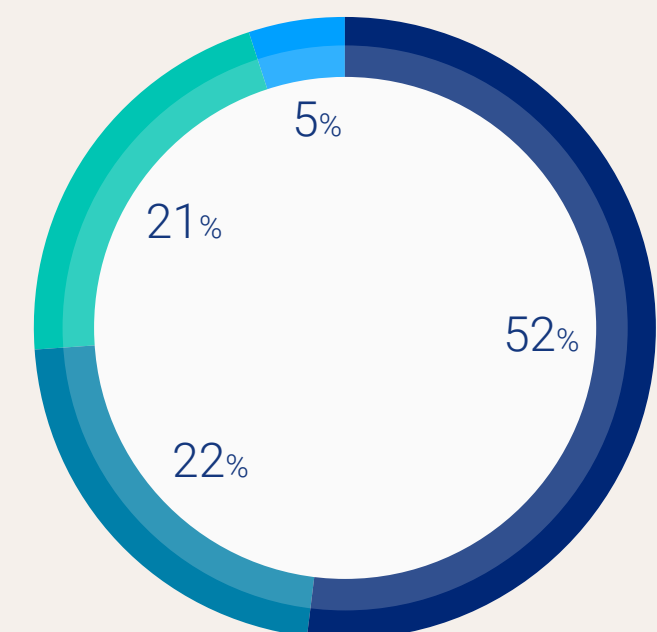


Work-life balance

Employees who completed the Hays survey were almost as likely this year as last year to say that they are mostly successful in achieving a work-life balance. There has been a slight shift in the proportion of those who are completely satisfied (down 4,5%-5%) and a slight increase in the proportion of those who are less satisfied over the year. So the minimal change has been in the negative direction, but overall there is still a strong balance among the workers surveyed.

How satisfied are you with your work-life balance?

- Satisfied
- Very satisfied
- Dissatisfied
- Very dissatisfied



SALARIES



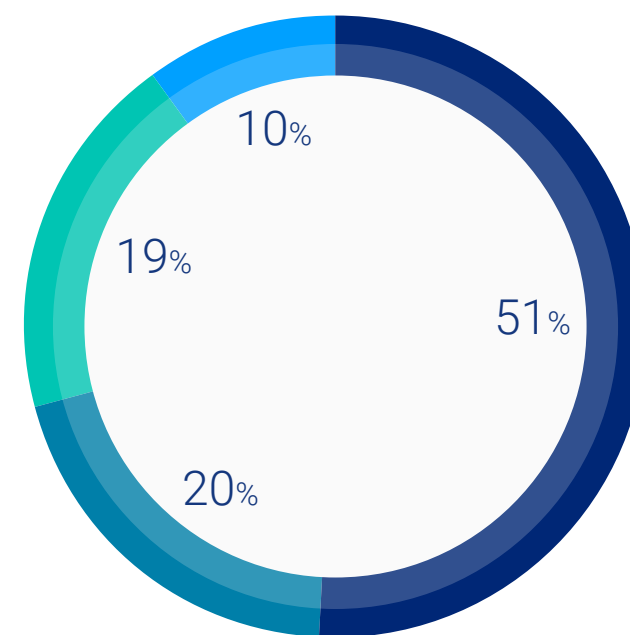
In 2023, high inflation has led to a significant increase in the cost of living for workers, and employers have given varying degrees of salary increases despite dwindling business opportunities. However, while one in three employers gave extra increases in the previous year, only just under a fifth of companies were able to do so now. In 2024, more modest wage increase plans will be implemented.

Almost 90% of the companies had a salary increase in 2023, with the majority being more than 10%. This is a significant achievement considering the economic environment, and in many cases, it was driven by the need to retain employees. Half of the employers provided their usual annual increases. Although the percentage of individual extra pay rises decreased sharply from 33% to 20% compared to the previous year, more organisations provided extra inflation-linked pay rises than in the previous year. However, considering the significant depreciation of the value of money over the years, the fact that 1 in 10 employers have not increased wages at all appears to be a relatively high rate.

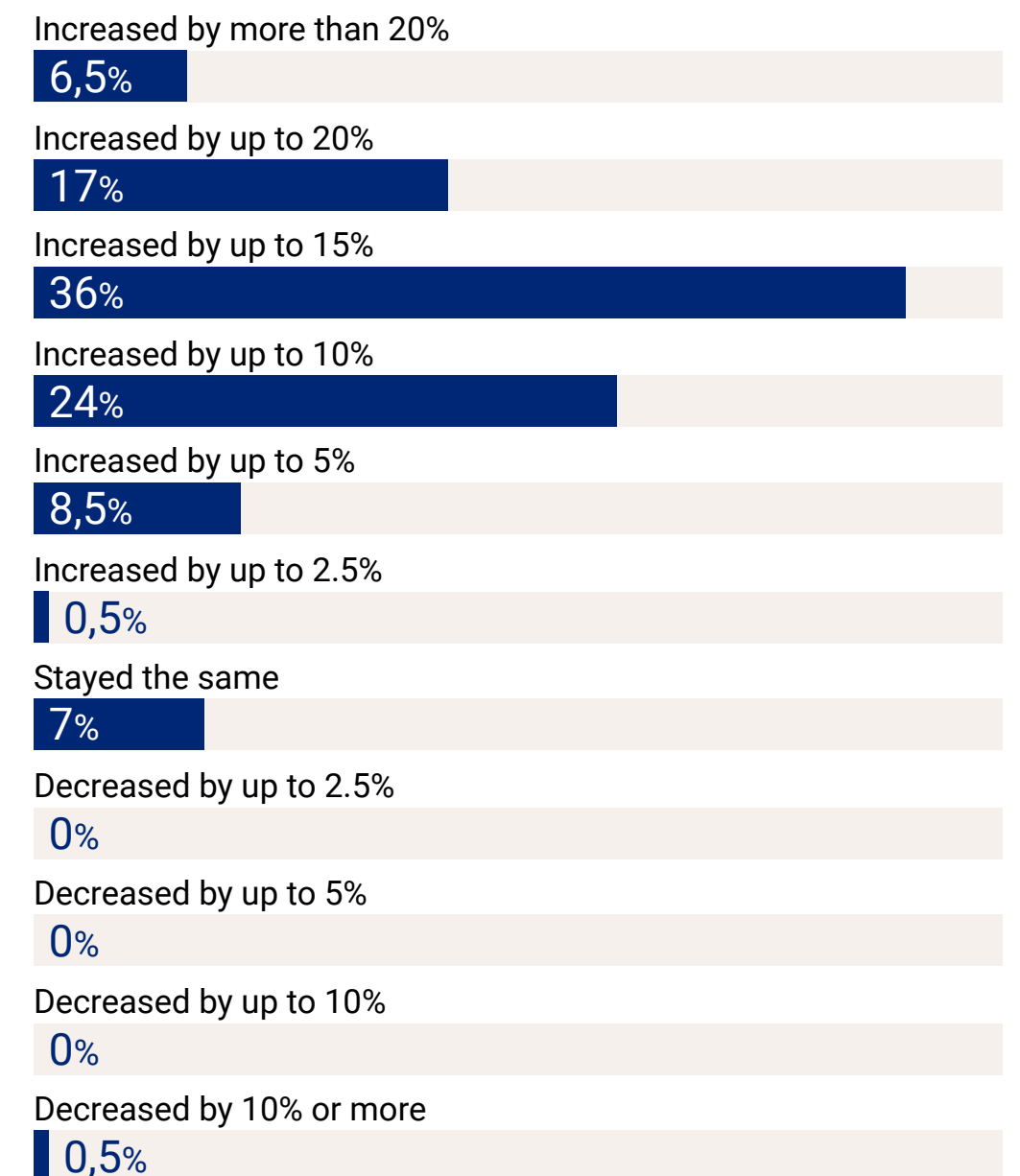
However, the salary increase plans for 2024 show even more spectacular differences compared to the intentions of a year ago. Companies planning a regular, annual wage increase jumped from 44% to nearly 62%, but there is a larger decline in the amount. Compared to last year's mostly 10-15% increase plans, this year 42% of the employers expect a lower increase of between 5-10%. An even higher wage increase plan of 15-20% can only be considered in 5% of companies (which was 17% a year ago). Another significant change is that, instead of last year's 17%, not even 10% of companies are planning further wage increases in line with inflation for the year.

Besides the yearly/planned pay raises in 2023, did you increase further the salaries?

- We have only made the usual/annual pay increases
- We made specific, extra salary increases in addition to the usual ones
- We made extra inflation-linked salary increases
- No pay rises at all

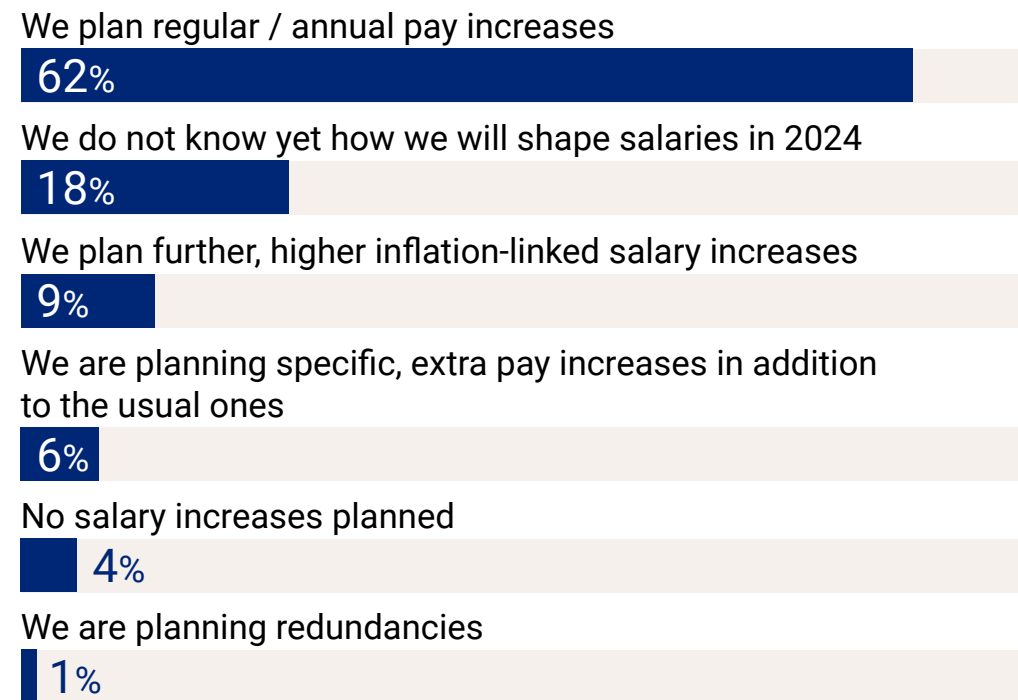


How have salaries/rates of pay within your organisation generally changed in 2023?

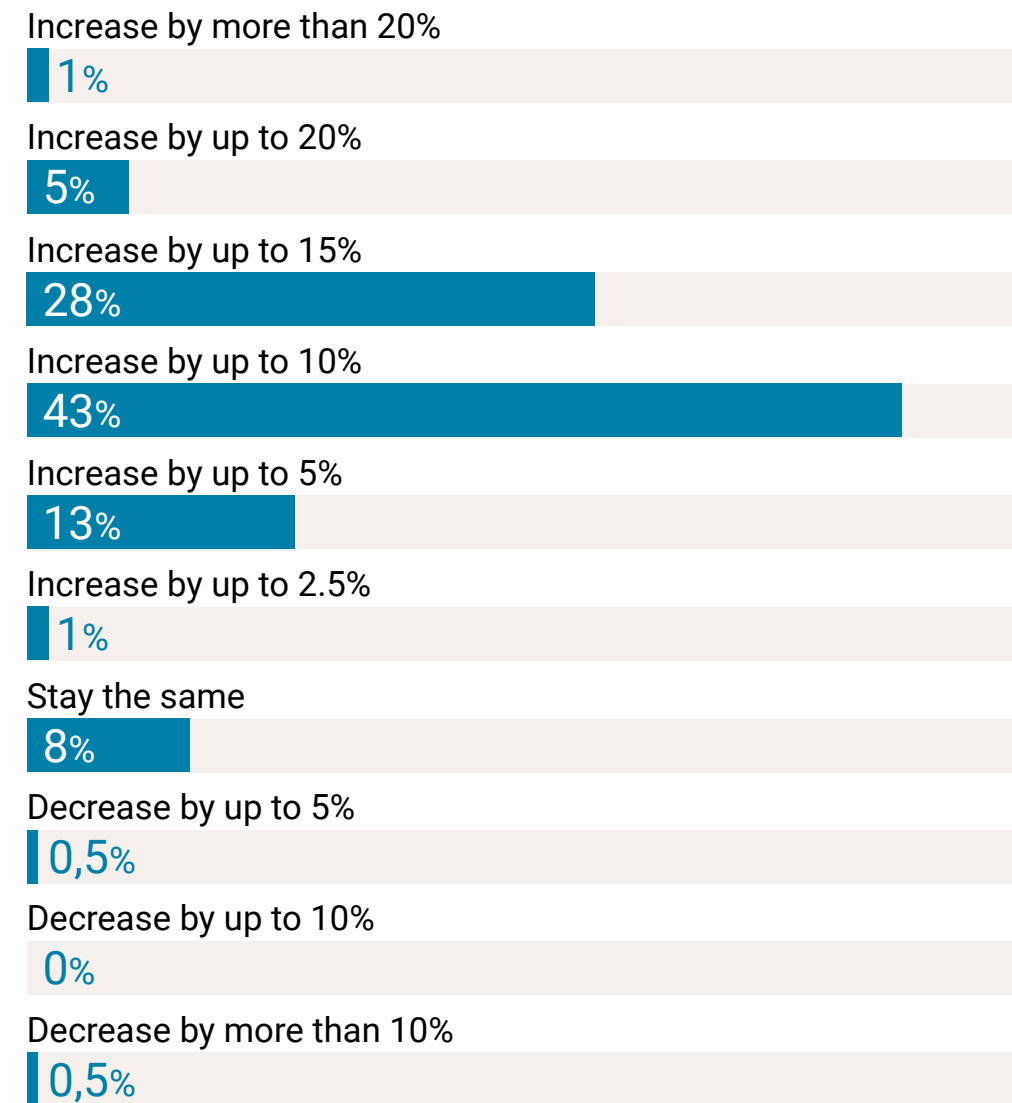


SALARIES

Are you planning to increase salaries in 2024?



In 2024, how do you expect salaries/rates of pay within your organisation to generally change?

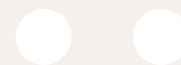
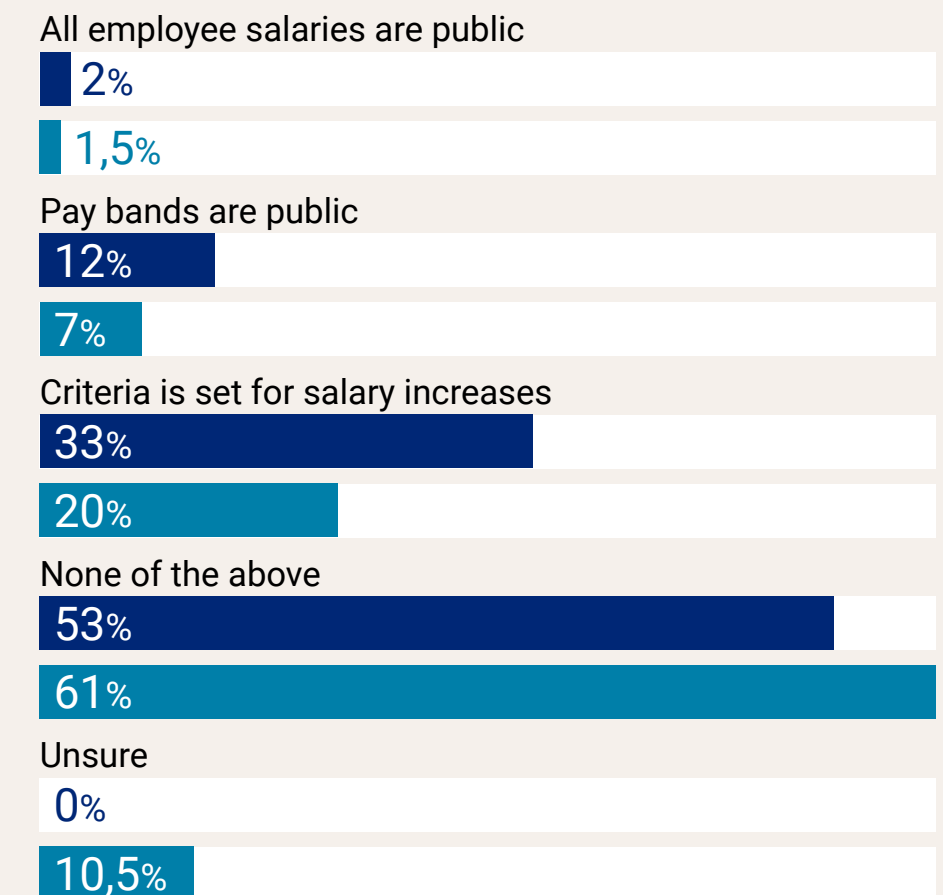


Transparency

We also asked participants about their experiences of transparency. Unfortunately, the results were not positive. More than half of workplaces lack transparency on pay and pay rises, and the next most common response is that employers only impose certain conditions for pay rises. Although progress on pay parity is slow, it is encouraging to see that nearly 15% of employers have taken action on this issue.

How is the transparency of wages, salary increases and promotions ensured?

● Employers ● Employees



BENEFITS



Among benefits, flexible working is deemed crucial by employees. Employers who can offer it, usually do so, especially as this factor is a major competitive advantage at the recruitment stage.

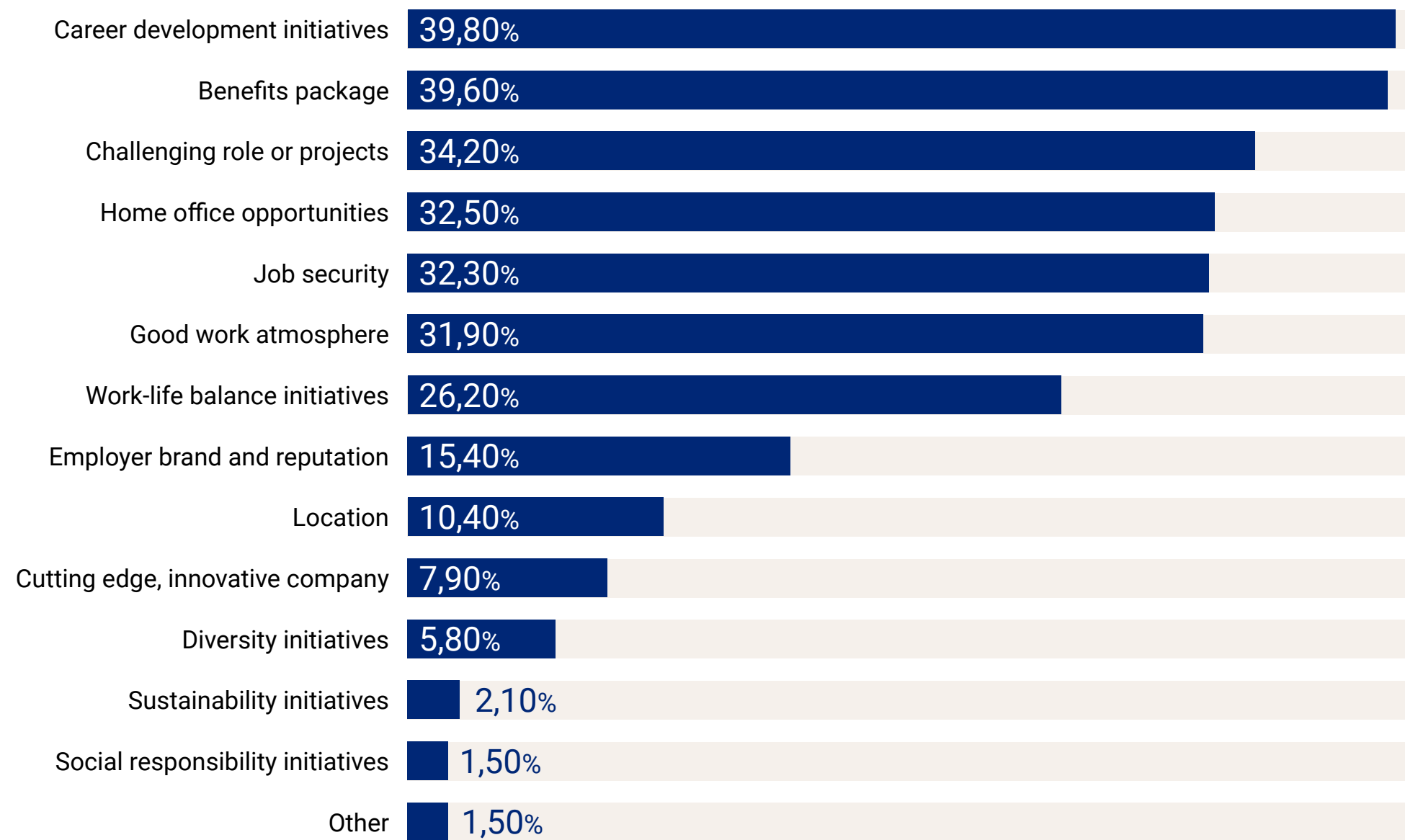
Compared to the results from last year's survey, the benefits package and career development remain crucial factors in making a company attractive to employees, while job stability has slipped from first to fifth place in a year.

Working from home has now moved into the top 5 factors that employers use to attract and retain staff, and 62% of employers offer flexible working to their employees. This has become so predominant that it has even overtaken the cafeteria in the ranking of benefits provided by employers when compared to last year's results.

This is reflected in employee responses, with flexible working being the most important benefit for 55% of them. As retaining staff and attracting talent has been one of the biggest challenges for employers in recent years, employers in most industries appear to be adapting to this demand for positions where remote working can be realistically implemented – with some adopting a hybrid model of working from home a few days per week.

This factor can also play a crucial role in recruitment, as well as contributing to employee wellbeing and work-life balance, which is also a key area of focus for employers.

Which of the following factors are most important to help you attract and retain staff?



*Multiple choice survey question



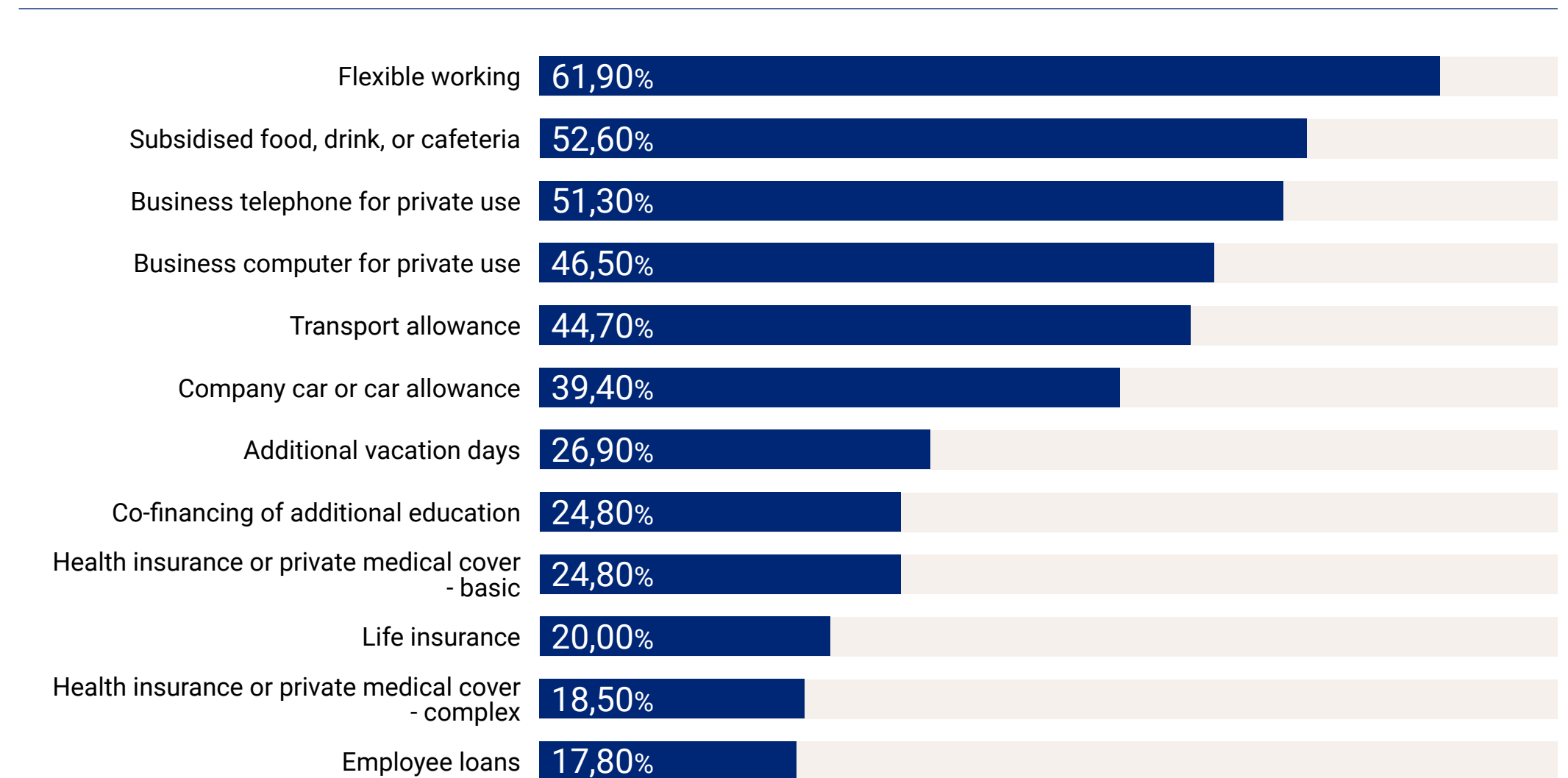
BENEFITS

Top 5 benefits according to employees



*Multiple choice survey question

Which of the following benefits are offered to employees as standard? (12 most common)



*Multiple choice survey question

WORKFORCE RETENTION



The difficulties in retaining employees have not eased in 2023. Employers have had to mobilise significant resources to retain their valuable workforce despite the less favourable business environment. There is a shortage of skilled labour in the market and employers face fierce competition for talent. This battle is particularly challenging when employees are already considering changing jobs.

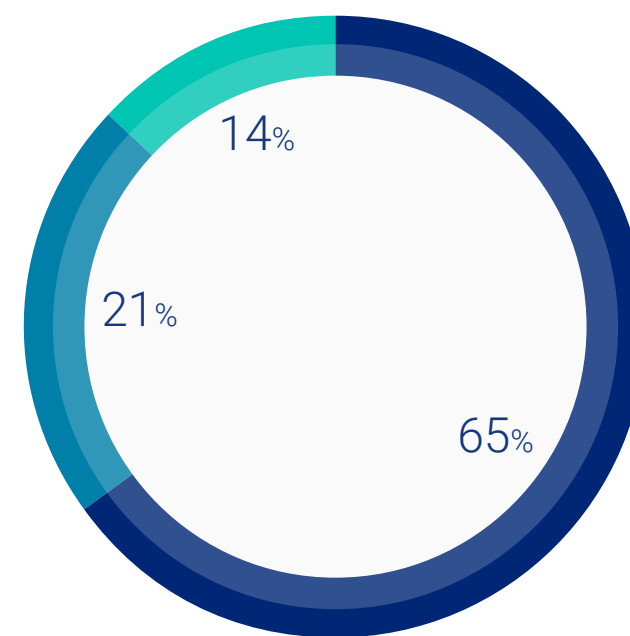
In some cases, most employers will also try to persuade employees who are considering leaving to stay by making a counter-offer. The proportion of employers making a counter-offer in all cases has also increased by almost 3% in a year. For key positions, counter-offers are also sometimes used as a retention tool by a majority of employers, around 60%.

With a few exceptions, respondents are confident in their professional abilities and feel they possess all the necessary skills to fulfil their roles. However, they strongly desire opportunities for professional development. According to their feedback, professional challenges rank among the top three most important factors for both changing jobs and selecting a job.

Training programmes provided by employers are becoming more and more valuable for both employers and employees. [This topic is also discussed in the final section of the survey results, in relation to artificial intelligence.](#) Companies typically develop their employees' skills through various online and offline training and mentoring programmes. The sole significant difference between employers' and employees' responses on this topic is that the latter were more likely to report that their employer does not invest in their skill development.

Do you try to retain employees with counter offers?

● In some cases ● No ● Yes

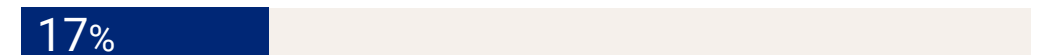


Do you use a counter-offer as a retention tool for a key employee who is about to leave the company?

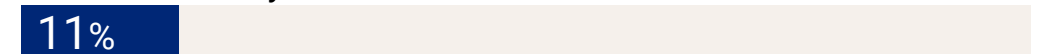
In some cases



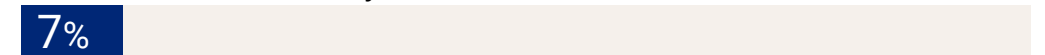
No



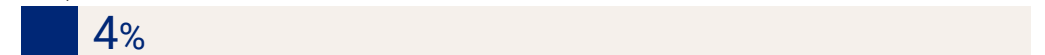
Yes, successfully



Yes, but unsuccessfully



No, not allowed

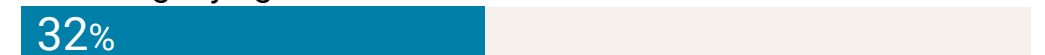


Do you believe that you have the skills needed to fulfil your role in 2024?

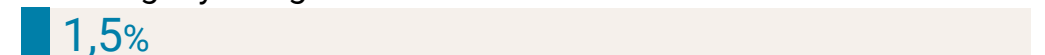
Yes – strongly agree



Yes – slightly agree



No – slightly disagree

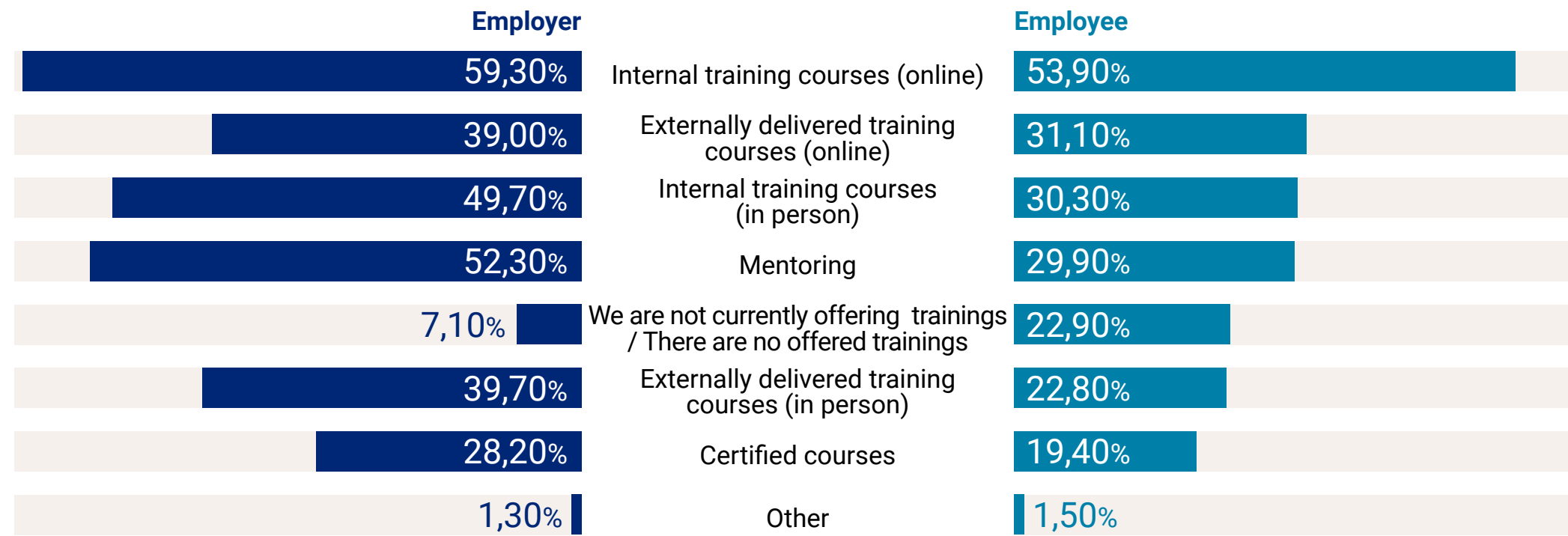


No – strongly disagree

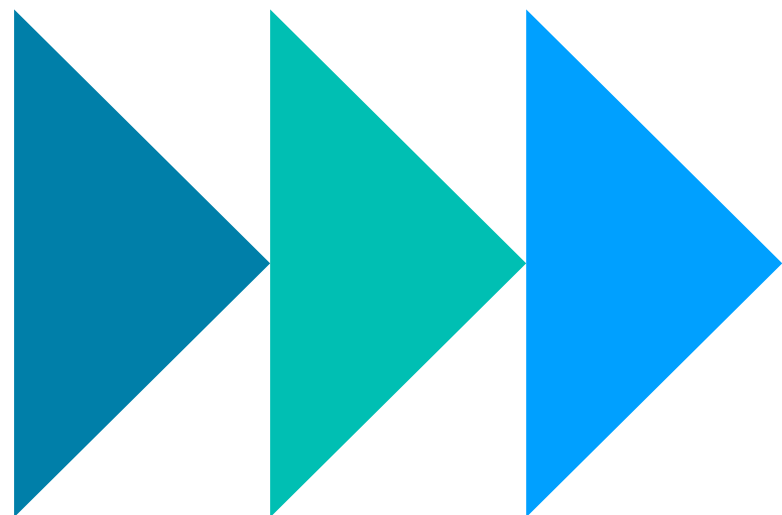


WORKFORCE RETENTION

What kind of training does your organisation offer to employees? / Is your employer offering any of the following to help your development?



*Multiple choice survey question



What are the main reasons for wanting to leave your current job? Top 10



*Multiple choice survey question

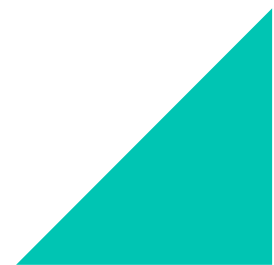
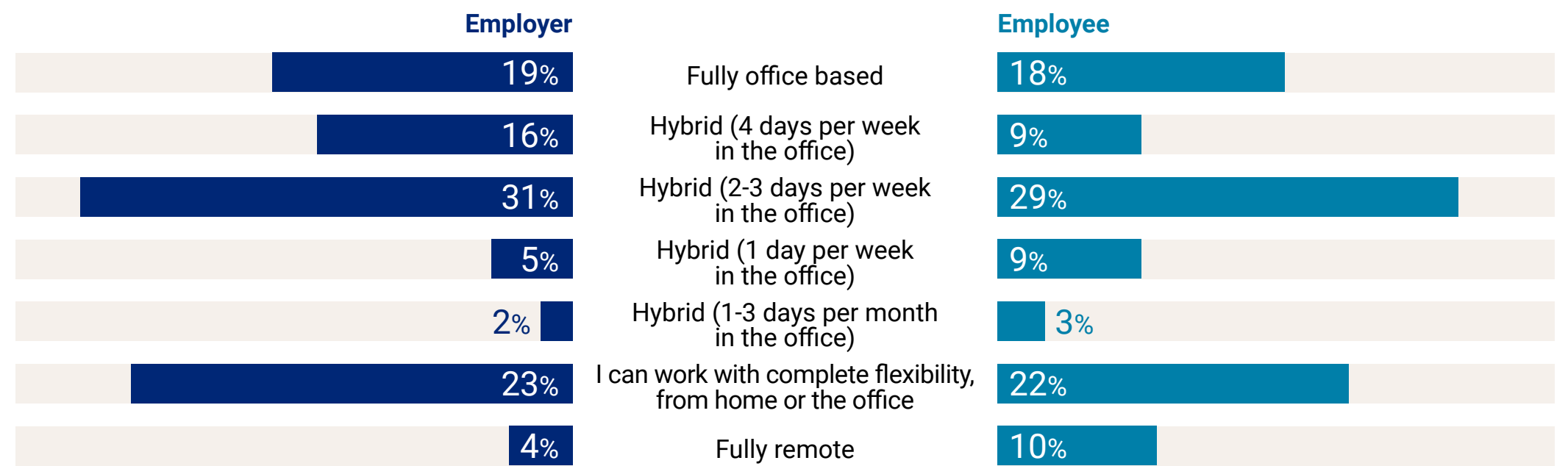
FLEXIBLE WORKING



The percentage of respondents who work in a traditional, fully office-based job has decreased compared to last year to less than 20%. The majority of respondents go to the office 2-3 days a week. 87% of employers do not plan to change their current working patterns in 2024, but for those who do, there is a turnaround from a year ago – the majority would change in favour of office working.

The percentage of workers who prioritise flexibility in their job has decreased slightly over the past year. If required to work from the office every day, 15% would be willing to do so for a higher salary, 5% would do so for better benefits, and 34% would seek alternative employment if they were not offered flexible working arrangements. Similarly, 34% stated that they simply prefer flexible working.

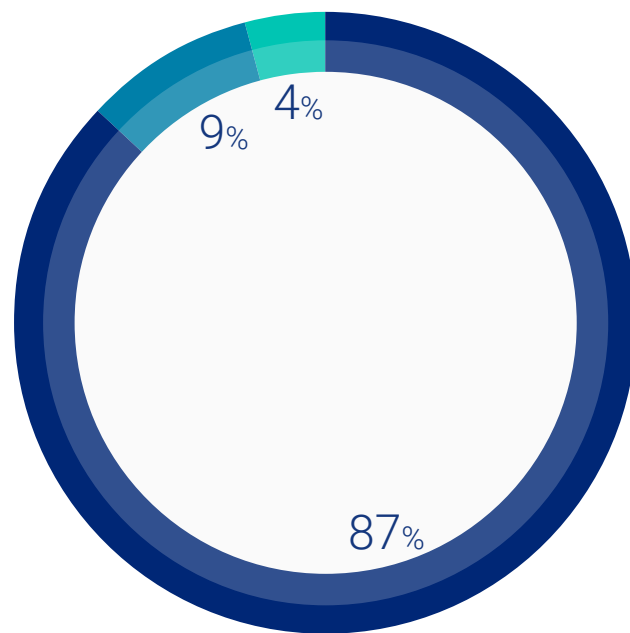
How would you describe your organisation's current working model?



FLEXIBLE WORKING

Do you anticipate that your organisation's working model will change in 2024?

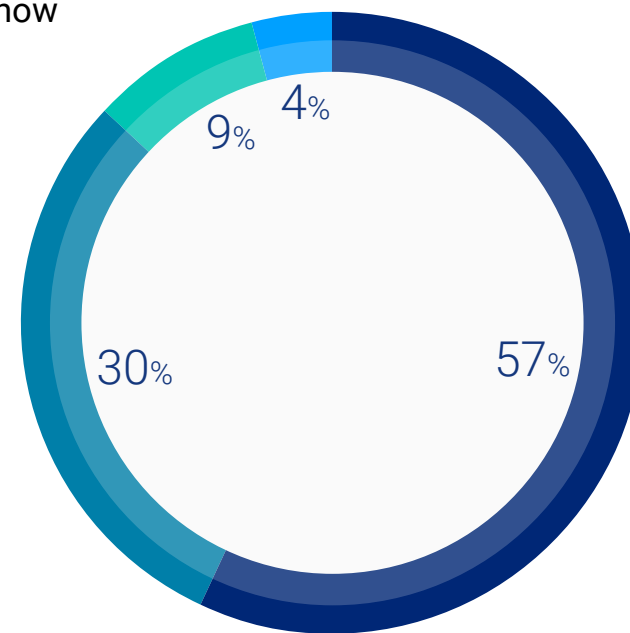
- No - we anticipate it will stay the same
- Yes - we anticipate employees will be required in the workplace more
- Yes - we anticipate employees will be required in the workplace less



*Employer responses

Would you accept a job if it was solely office based?

- No
- It depends on the offer
- Yes
- I don't know



How would you feel if your organisation went back into the office full time?

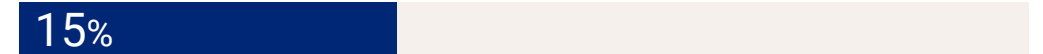
I would look for another job



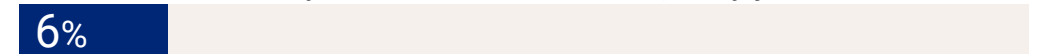
I prefer flexible working



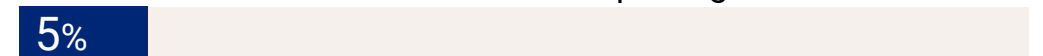
I would be in for a higher salary



I can work from anywhere, it doesn't change my job



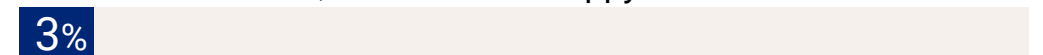
I would like to receive a better benefits package in return



Not relevant for me



I miss the office life, so I would be happy



ARTIFICIAL INTELLIGENCE (AI) AT WORK



The rapid and widespread adoption of AI has made it one of the most important topics in the world of work. In 2024, alongside digitalisation and automation efforts, the use of AI tools is expected to be a priority in most industries.

We are only just beginning to see the impact that AI will have on the labour market. After initial enthusiasm about how it would evolve ways of working following its explosion into the mainstream in early 2023, a short period of fear followed. We are now in the exploration period, searching for the best way to implement the technologies and integrate them into business and work processes.

70% of respondents do not yet use AI technologies or tools in their work. Of those who do, only a third produce content with their help, mainly using AI as a kind of assistant for texts. However, employers keep the topic on the agenda: many ranked the integration of artificial intelligence into processes much higher among the priorities of the development areas of the year 2024.

For the majority, nothing restricts the use of AI in the workplace, however, 17% of employees and 23% of the employers answered that the use of artificial intelligence is prohibited or not permitted for them (e.g. ChatGPT or Midjourney). Employer responses show that the reasons for this are primarily the novelty of AI and the risks it poses, both known and unknown.

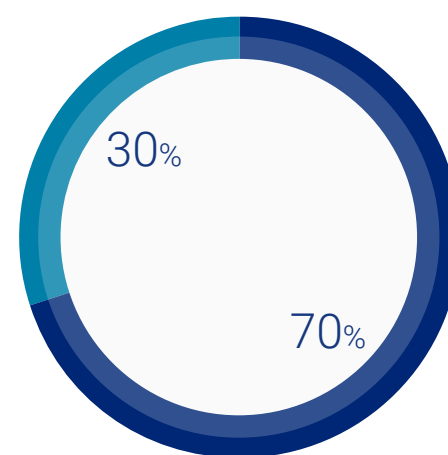
Nearly one-third of our employers and employees reported that their workplace has formal guidelines for creating AI content and materials, while well over 50% of those who do not have such a policy. Both employees and employers agree that the three most significant benefits of AI in the workplace are increased efficiency, creativity and idea generation, and reduced risk of human error.

However, in addition to the benefits and potential risks, a crucial question is how AI could reshape the labour market. Although over 70% of employers state that AI currently has no significant impact on employment, both employers and employees believe that this may change in the future, resulting in more job losses than job creation.

Almost 40% of employees also see AI as a threat to certain jobs. However, they also seem to be open to the new technology. 81% would be willing to participate in training programmes aimed at applying AI technologies in the workplace, and 66% would even change professions as a result of AI developments. However, employer responses show that initiatives in this direction are not yet fully developed. 2024 could bring major changes in this respect.

Are you currently using generative AI technologies AI technologies or tools, such as ChatGPT or Midjourney, (excluding translation software) as part of your job?

- No
- Yes



What do you use AI for at work?

To summarise or paraphrase text

56,40%

As a writing assistant – e.g. writing or improving emails or presentations

45,30%

To write or debug code – including html or JavaScript

38,80%

Term definition or explaining complicated topics

31,80%

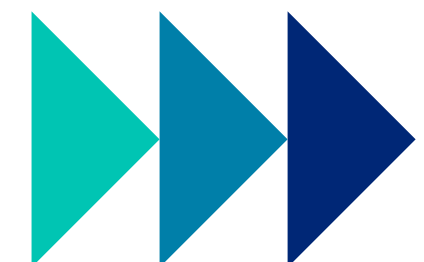
For content creation from scratch – including text, video, or audio

29,30%

For data analysis – e.g. comparing data sets or creating formulas

18,40%

*Multiple choice survey question

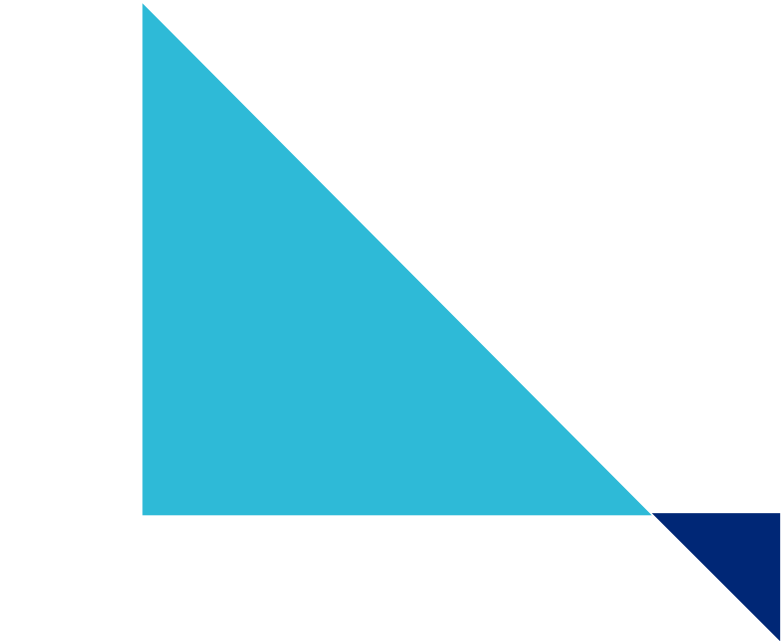


ARTIFICIAL INTELLIGENCE (AI) AT WORK

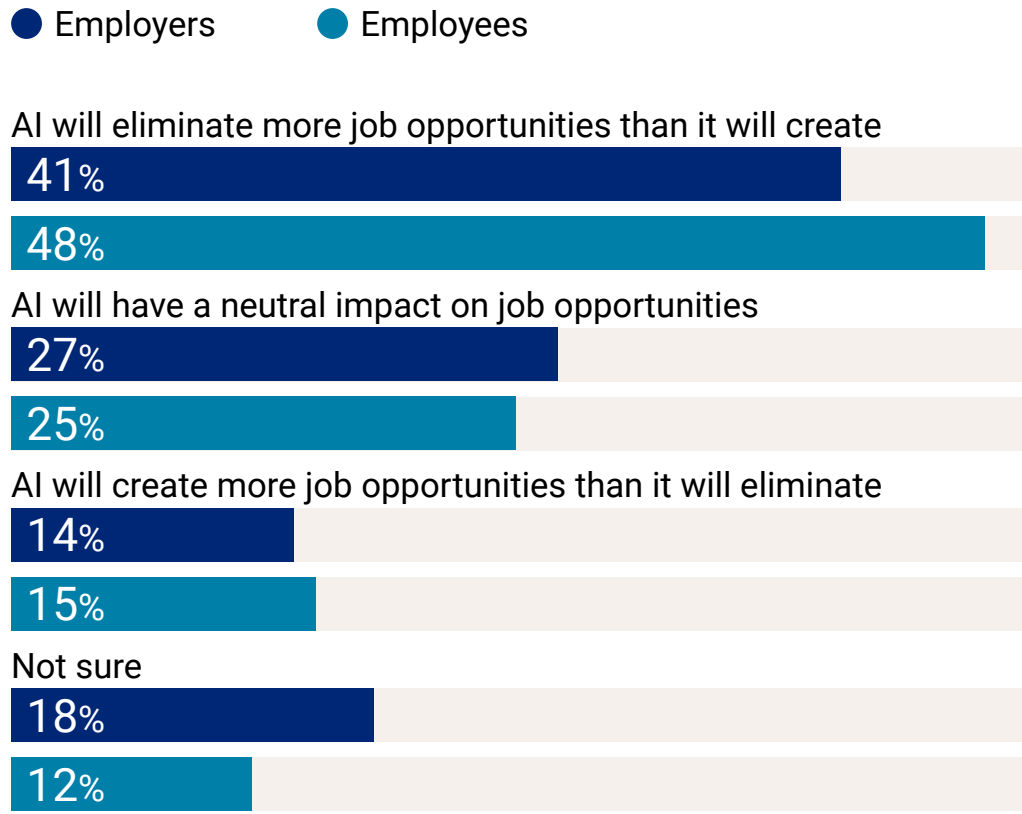
Top 3 reasons why a workplace does not support the use of AI



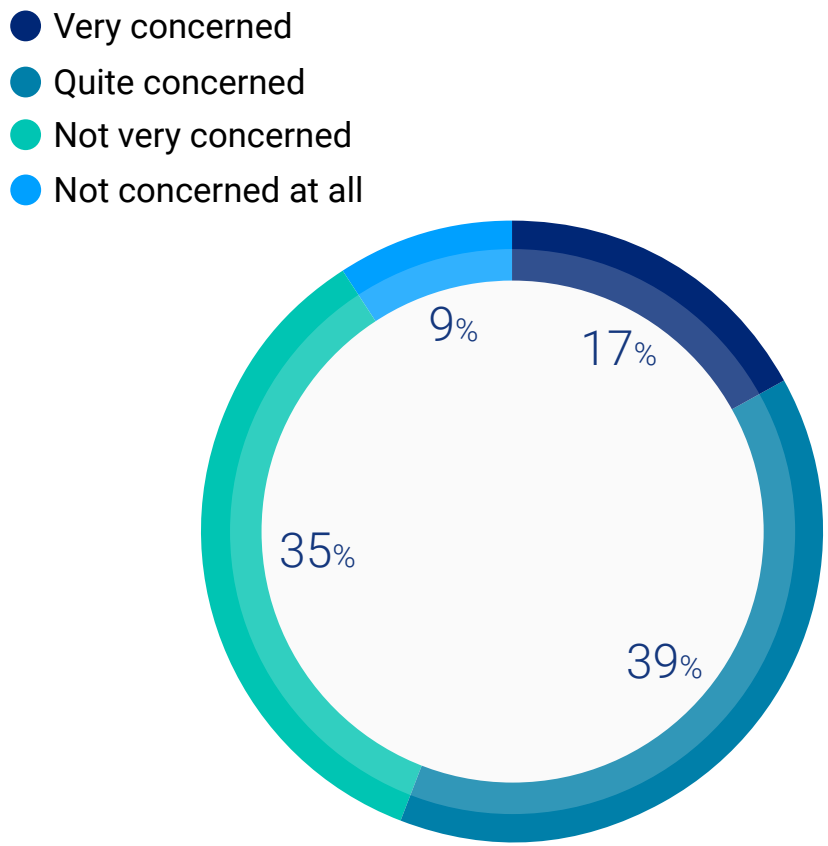
*Multiple choice survey question



How do you expect AI to affect future job opportunities?



How concerned are you about the potential risks to future employment opportunities due to AI advancement?

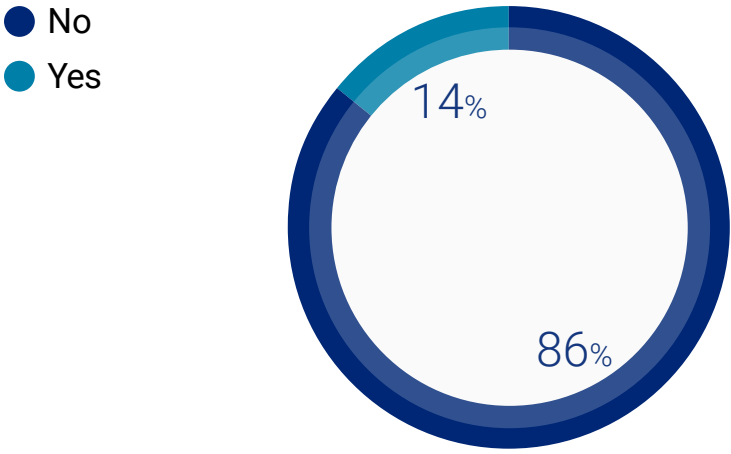


*Employee responses only



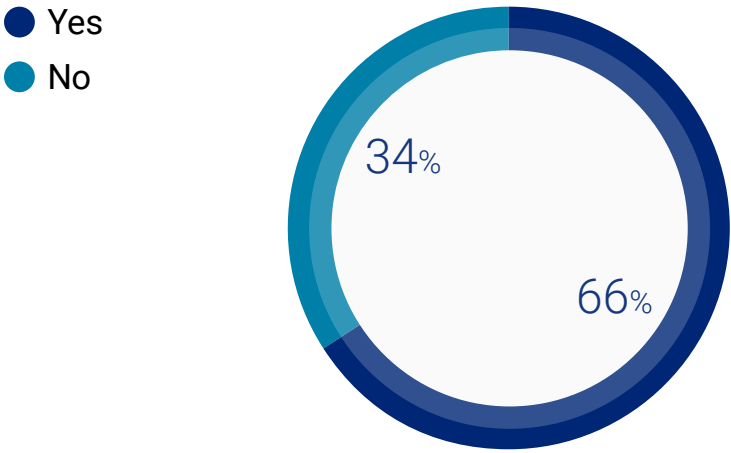
ARTIFICIAL INTELLIGENCE (AI) AT WORK

Have you received any training or support from your employer to adopt AI technologies in your work?



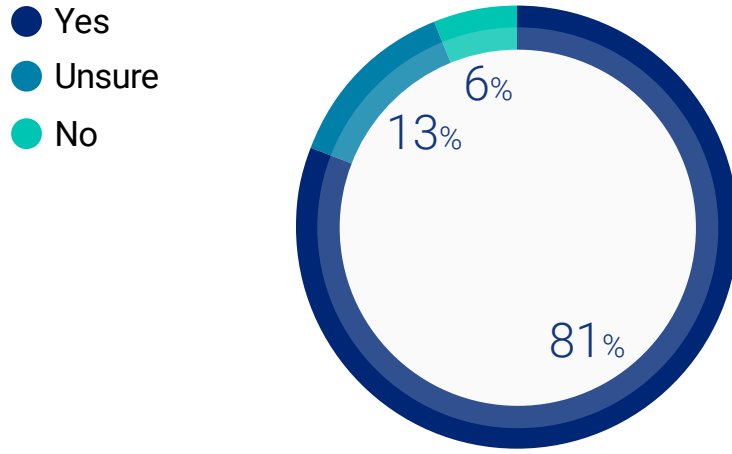
*Employee responses only

Would you be willing to change your profession or field of expertise in response to AI developments?



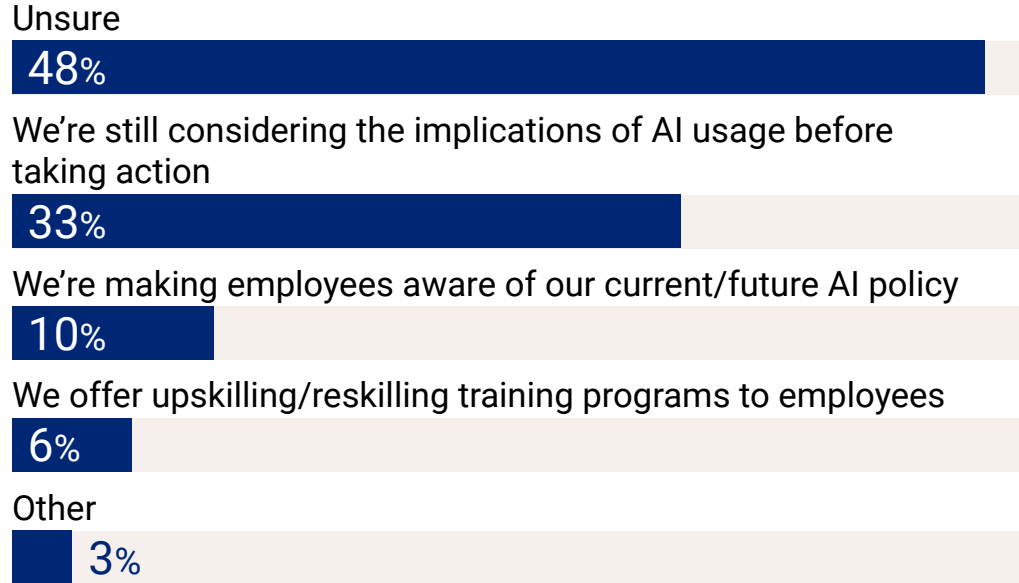
*Employee responses only

Would you be willing to take part in upskilling or reskilling programs to adopt AI technologies in the workplace?



*Employee responses only

What is your organisation doing to address the potential impact of AI on employment?



*Employer responses only



INDUSTRY & SALARY TRENDS



ACCOUNTANCY & FINANCE



Due to the slowing of economy and a decline in job postings, recruiting experts in the financial market was a challenge in 2023. The recession has led employers to adopt a more cautious recruitment strategy, while employees have become more cautious and passive. Despite high inflation, the sector saw lower wage increases of 10-15% on average compared to the previous year. This was largely due to the fact that workers were only open to new opportunities if there was a significant wage increase. Often, they also built next year's increase into their financial expectations, as wages at a new employer may not track as consistently with inflation rates.

INDUSTRY TRENDS

Passivity remains the dominant trend

There is still no significant movement of candidates, although there are many open financial positions. It is becoming increasingly difficult to win over professionals from competitors, as employees are becoming more adept at using counter-offers to obtain higher salaries with their current employer. This reinforces employee "loyalty" and makes recruiting new talent more difficult. Organisations need to adopt more creative and flexible approaches to attract talent, taking professionals' needs into account in terms of benefits package, working environment and career development. New recruitment strategies can be effectively applied by companies in 2024, as no significant change in candidate passivity is expected.

Benefits packages are tailored to candidate needs

In a tight labour market, companies are trying to stand out from the competition by offering personalised benefits. In addition to providing financial support, bespoke benefits also strengthen the employee-employer relationship, helping organisations retain staff and improving employee performance. While base salary remains the primary factor for job changes, companies in the financial sector are increasingly offering tailored training, private healthcare, one-off bonuses, part-time opportunities, and even 4-5 days a week home office to attract candidates with valuable skills.

Demand for controllers is unchanged

In contrast to other areas of the financial sector, the controller market has not seen a significant drop in the number of job opportunities available. Companies have consistently sought candidates in this area and this is unlikely to dramatically change in 2024. There will again be plenty of opportunities for controllers to choose from as the economy improves. The question is whether companies will have recruitment options that include candidates with realistic salary requirements. The primary reason for changing jobs in 2023 was still financial advancement, with senior candidates expecting a 20-25% higher salary, even if the company made a good impression on them at the interview.

POSITIONS

Alongside accounting, taxation has also become one of the **most sought-after** professions in 2023. Accounting companies have been able to increase their accounting and tax teams, so there has been strong competition for experts in this field.

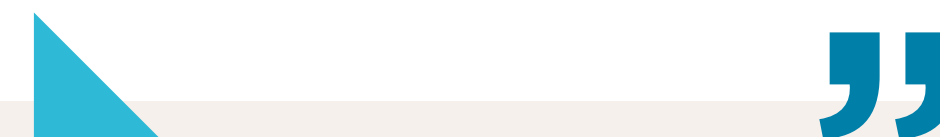
Similar to the previous year, companies rewarded rare candidates with at least three years of IFRS experience, making them the **highest paying** positions in the finance market, with salaries 15-25% higher than in 2022.

Professionals working in the controlling field were most interested in new job opportunities, making it the **most available** skill in the sector in 2023.

The **least available** skill was transfer pricing. While there is a high demand for candidates with rare skills, who also achieved higher salaries than their general tax counterparts, they were notably passive in the labour market.

TOP 3 TRENDS IN 2024

1. Slow growth is expected in the finance and accounting sector, which will generate additional job opportunities. However, the number of jobseekers will not increase radically, therefore the labour market will remain challenging for organisations in the near future.
2. Companies are focusing on retaining staff as a priority, which requires flexibility and creative solutions.
3. There will be growing opportunities for consultants in accounting, tax and IFRS. However, in the first half of the year, organisations are looking to optimise staffing and are taking a wait-and-see approach.



In 2023, even in the midst of a slowing economy and fewer job opportunities, financial sector professionals showed no increased openness and flexibility – their primary considerations when changing jobs were financial. We expect a slow recovery in this sector in 2024.



Vivien Pászler
Team Leader
Accountancy & Finance



ACCOUNTANCY & FINANCE SALARIES

Gross monthly salaries in HUF for full-time positions without bonuses and other benefits

ACCOUNTING

Position	Min	Max	Average
Junior Accountant (0-3 years)	480 000	800 000	680 000
Accountant (3-5 years)	670 000	1 000 000	850 000
Senior Accountant (5+ years)	850 000	1 250 000	1 000 000
Chief Accountant	1 000 000	1 550 000	1 350 000

CONTROLLING

Position	Min	Max	Average
Junior Controller (0-3 years)	500 000	850 000	750 000
Controller (3-5 years)	750 000	1 000 000	900 000
Senior Controller (5+ years)	950 000	1 500 000	1 200 000
Head of Controlling/Controlling Manager	1 500 000	1 800 000	1 600 000

FINANCE EXECUTIVE

Position	Min	Max	Average
Finance Manager (with team size of around 2-6 people)	1 250 000	1 800 000	1 600 000
Finance Director / CFO (with team size over 6 people)	1 700 000	2 600 000	2 000 000
Regional Finance Director / Group CFO	2 100 000	3 700 000	2 700 000

AUDIT

Position	Min	Max	Average
Audit Assistant (0-3 years)	500 000	750 000	650 000
Auditor (3-5 years)	700 000	950 000	850 000
Audit Senior (5+ years)	900 000	1 400 000	1 200 000
Audit Manager	1 300 000	1 850 000	1 500 000
Chief Audit Officer	1 600 000	2 500 000	1 800 000

TAXATION

Position	Min	Max	Average
Junior Tax Advisor (0-3 years)	450 000	770 000	680 000
Tax Advisor (3-5 years)	750 000	1 200 000	950 000
Senior Tax Advisor (5+ years)	1 000 000	1 300 000	1 200 000
Tax Manager	1 250 000	1 800 000	1 500 000

TRANSFER PRICING ADVISOR

Position	Min	Max	Average
Junior Transfer Pricing Advisor (0-3 years)	450 000	800 000	680 000
Transfer Pricing Advisor (3-5 years)	800 000	1 400 000	1 150 000
Senior Transfer Pricing Advisor (5+ years)	1 100 000	1 600 000	1 350 000
Transfer Pricing Manager	1 400 000	2 200 000	1 800 000

IFRS EXPERT

Position	Min	Max	Average
Junior IFRS Expert (0-3 years)	550 000	850 000	750 000
IFRS Expert (3-5 years)	850 000	1 400 000	1 200 000
Senior IFRS Expert (5+ years)	1 300 000	1 800 000	1 600 000
IFRS Manager	1 600 000	2 000 000	1 800 000

BANKING & INSURANCE



In 2023, staff retention remained a priority over growth plans in the banking and insurance sector. During the recession, employers have been patient, preferring to respond to economic changes through internal optimisation. There have been some downsizing but, in general, retention has remained the dominant approach. The rate of wage growth slowed, but still averaged 10-12%. The high wage demands were a challenge for banks and insurance companies, who tried to compensate with a more comprehensive benefits package rather than increasing the expected basic wage. These extra benefits appear to have a greater effect on staff retention, rather than attraction.

INDUSTRY TRENDS

Pay rises give way to benefits

Scarcity of job opportunities and few openings were the characteristics of the sector in 2023. Candidates were expecting a significant pay rise if they changed jobs, and many would have already accounted for their next raise when discussing salary requirements. This is partly due to uncertainty about whether the next employer will be willing to raise wages mid-year and to what extent they will track inflation. The competition for experts has encouraged employers to offer more attractive benefits packages, while employees had to consider the importance of non-monetary perks – such as development opportunities, flexible working environment, or other benefits tailored to personal needs – when choosing a job.

Focus on digitalisation and the job opportunities it offers

Automation and digitalisation played a key role in the sector in 2023. The digitally accessible offerings have continued to expand, while these technological developments have also impacted internal processes and customer information. It has enabled businesses to make more customer-centric decisions and provide more personalized and efficient services to their customers. Digital transformation have not only facilitated cost-efficient operations, but also supported growth among IT-savvy financial professionals. In both banking and insurance, there were several options for business analyst, product manager and process manager candidates.

The key role of soft skills in recruitment

Even specialised skills were not enough to ensure a speedy and efficient job search in 2023. In the banking and insurance sector, managers were cautious when considering hiring candidates with niche skills, especially if the organisation weren't planning to expand in the field. In such cases, soft skills were at least as crucial as actual expertise. Employees should therefore also focus on developing their professional and personal skills to remain competitive in a dynamic and changing labour market.

POSITIONS

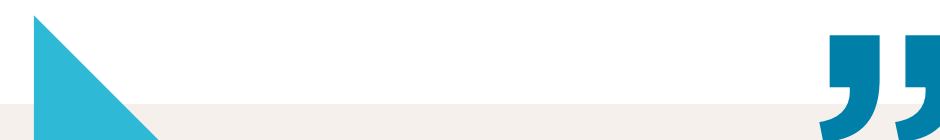
The **most in-demand** skill requiring IT affinity was business analysis and product management, which contributed significantly to the automation and digitalisation goals of banks and insurers.

Workers with expertise in risk management were the **most available**, showing greater openness to job opportunities with good pay and a flexible working environment than their colleagues in banking and insurance.

In the insurance sector, actuarial experts remained the **least available**. They are also the **best paid**: because of the high salaries in the regional insurance centres, there are actuarial experts on the market who earn the same or even higher basic salaries than the actuarial group manager of a traditional insurance company.

TOP 3 TRENDS IN 2024

1. The digitalisation of the financial sector continues. This will continue to drive the demand for IT and finance professionals, while demand for specialists in data analytics and artificial intelligence will also grow.
2. A slow growth in job opportunities is expected, which will be dictated by IT needs alongside the evergreen insurance and banking positions.
3. Scarce job opportunities will contribute to realistic wage negotiations. Salary demands dictated by passive candidates may slowly be replaced by the possibility of competitive market salaries and flexible working environments.



In the wake of the recession, the banking and insurance sector has focused on staff retention in 2023. 2024 will be further shaped by moderate wage growth, demand for IT-savvy financial professionals and digitalisation efforts.



Vivien Pásztlér
Team Leader
Accountancy & Finance



BANKING & INSURANCE SALARIES

Gross monthly salaries in HUF for full-time positions without bonuses and other benefits

RISK

Position	Min	Max	Average
Junior Risk Modeler / Validator (0-3 years)	450 000	750 000	650 000
Risk Modeler / Validator (3-5 years)	800 000	1 250 000	1 100 000
Risk Modeler / Validator (5+ years)	1 050 000	1 500 000	1 300 000
Junior Risk Analyst / Risk Reporting Specialist (0-3 years)	500 000	850 000	750 000
Risk Analyst / Risk Reporting Specialist (3-5 years)	850 000	1 300 000	1 100 000
Senior Risk Analyst / Risk Reporting Specialist (5+ years)	1 100 000	1 550 000	1 300 000
Risk Team Leader	1 300 000	1 700 000	1 500 000
Head of Risk Department	1 600 000	2 700 000	2 100 000

TREASURY

Position	Min	Max	Average
Junior Treasury Analyst (0-3 years)	450 000	750 000	650 000
Treasury Analyst (3-5 years)	750 000	900 000	820 000
Senior Treasury Analyst (5+ years)	850 000	1 100 000	1 000 000
Treasury Manager	1 100 000	1 650 000	1 300 000

INVESTMENT ANALYST (BACK OFFICE)

Position	Min	Max	Average
Junior Investment Analyst (0-3 years)	550 000	850 000	750 000
Investment Analyst (3-5 years)	800 000	1 100 000	950 000
Senior Investment Analyst (5+ years)	1 050 000	1 400 000	1 200 000
Investment Team Leader	1 300 000	1 600 000	1 450 000

QUANTITATIVE MODELLER (INVESTMENT)

Position	Min	Max	Average
Junior Modeller (0-3 years)	500 000	900 000	800 000
Modeller (3-5 years)	880 000	1 300 000	1 100 000
Senior Modeller (5+ years)	1 100 000	1 500 000	1 300 000
Modelling Manager	1 400 000	2 500 000	1 900 000

ACTUARY

Position	Min	Max	Average
Junior Actuary (0-3 years)	500 000	1 000 000	850 000
Actuary (3-5 years)	850 000	1 500 000	1 250 000
Senior Actuary (5+ years)	1 250 000	2 000 000	1 600 000
Chief Actuary (10+ years)	1 800 000	2 500 000	2 200 000

PROCESS IMPROVEMENT

Position	Min	Max	Average
Junior Process Manager (0-3 years)	450 000	780 000	650 000
Process Manager (3-5 years)	700 000	950 000	800 000
Senior Process Manager (5+ years)	950 000	1 500 000	1 300 000

PRODUCT MANAGEMENT

Position	Min	Max	Average
Junior Product Manager (0-3 years)	500 000	800 000	700 000
Product Manager (3-5 years)	750 000	1 000 000	850 000
Senior Product Manager (5+ years)	1 000 000	1 350 000	1 150 000
Head of Product Management	1 200 000	1 600 000	1 350 000

BUSINESS SERVICES



The domestic Shared Services Centre (SSC) market is a mature yet continually developing sector. This is reflected in the number of experienced candidates and the seniority and complexity of new positions. The domestic candidate pool continues to successfully fill entry-level positions. Budapest remains the most popular location, but more and more companies are opening new offices in rural towns, thanks to the proliferation of such support. Despite the economic difficulties, the sector has successfully overcome the obstacles. Its adaptability continues to make Hungary a popular destination for investors.

INDUSTRY TRENDS

Candidate-driven market

Candidates are looking for a stable benefits package and salary, as well as work-life balance and flexibility. Candidates still expect to work from home at least three times a week. They also want to know whether an organisation aligns with their values and offers opportunities for development. Companies that offer something unique are more likely to attract passive candidates from the market. They therefore need to adopt strong employer branding strategies that highlight their mission and culture.

Pay rises and benefits packages

Companies that want to stay competitive and attract or retain top talent have increased salaries, along with comprehensive benefits packages including perks such as private healthcare, cafeteria

packages, mid-year or year-end bonuses, and commuting allowances. Around 70% of companies have implemented an average increase of 10-15%, in many cases accompanied by inflation-linked pay rises on top of the annual increase.

Talent development as a retention tool

The vast majority of companies plan to relocate high value-added positions to Hungary in the coming years. This trend is expected to increase. The commitment of companies to training and talent development initiatives is key to driving value-added growth in the sector. An increasing percentage of centres provide financial support to their employees to facilitate their participation in external training. There is also a growing trend for companies to actively partner with educational institutions, demonstrating a proactive approach to knowledge sharing and talent development.

POSITIONS

The **most sought-after positions** in the SSC market continue to be finance, accounting and controlling support roles. Financial positions with simpler functions are increasingly moving to other countries, with positions supporting more complex end-to-end processes, such as FP&A or controlling, remaining here.

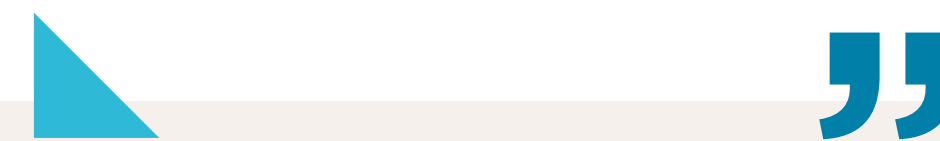
The most significant expansion is in the financial sector, with more and more financial centres or HUBs being established in Budapest. The demand for candidates is also tending towards jobs with more complex responsibilities.

Candidates who are confident in German are still in high demand - mainly in finance, but also in customer service, IT support, and HR.

The most demanding positions currently require Polish language skills. Relatively few people in Hungary are fluent in Polish and the number of candidates with specific expertise and experience in finance, logistics, HR, or customer service is negligible.

TOP 3 TRENDS IN 2024

1. To ensure a suitable candidate experience – and to attract a diverse candidate base – companies need to optimise processes from application to onboarding. Responsiveness, continuous feedback, consideration of individual needs, inclusive language, and the use of AI in recruitment are important and expected to be key themes.
2. Generation Z is a key player in the labour market. Companies need to understand what motivates them. While salary, personal development, and an evolving career path are important, they care about work-life balance, mental health, team success, relationships, sustainability, and the company identity are also significant attraction factors. This is an adaptable, self-aware generation, highly motivated to use and develop their strong technical, digital, creative and analytical skills daily.
3. Flexibility, including the ability to work from home, as part of a remote or hybrid model, is still a priority for candidates. Although in 2023 some companies began to bring employees back into the office, the hybrid work option is expected to remain the most popular in 2024.



This year, adaptability and flexibility will play a prominent role.



Anita Nagy
Team Leader
Business Services



BUSINESS SERVICES SALARIES

Gross monthly salaries in HUF for full-time positions without bonuses and other benefits

FINANCE & ACCOUNTING

Position	Min	Max	Average
AP Accountant (Fresh graduate)	480 000	580 000	520 000
AP Accountant (1-3 years)	520 000	700 000	620 000
AP Accountant (3+ years)	600 000	850 000	720 000
Collection / Credit Analyst / AR Accountant (Fresh graduate)	480 000	580 000	520 000
Collection / Credit Analyst / AR Accountant (1-3 years)	520 000	700 000	620 000
Collection / Credit Analyst / AR Accountant (3+ years)	600 000	850 000	720 000
GL Accountant (Fresh graduate)	530 000	650 000	570 000
GL Accountant (1-3 years)	600 000	800 000	720 000
GL Accountant (3+ years)	720 000	1 000 000	850 000
Accounting SME	800 000	1 200 000	950 000
Taxation (1-3 years)	600 000	800 000	720 000
Statutory / Taxation (3+ years)	800 000	1 200 000	920 000
Controlling / Reporting / FP&A (1-3 years)	680 000	950 000	850 000
Controlling / Reporting / FP&A (3+ years)	850 000	1 500 000	1 050 000
AP / AR / Collection Team Leader	800 000	1 300 000	1 050 000
GL Team Leader	950 000	1 500 000	1 150 000
AP / AR Manager	1 200 000	1 650 000	1 500 000
GL Manager	1 300 000	1 800 000	1 600 000
FP&A Manager	1 300 000	2 000 000	1 700 000
Statutory / Taxation Manager	1 300 000	2 000 000	1 600 000

HUMAN RESOURCES

Position	Min	Max	Average
HR Operations Support (Fresh graduate)	460 000	550 000	500 000
HR Operations Support (1-3 years)	550 000	680 000	600 000
Payroll Associate (Fresh graduate)	480 000	580 000	520 000
Payroll Specialist (1-3 years)	520 000	700 000	620 000
Learning & Development Specialist (1-3 years)	500 000	800 000	650 000
Compensation & Benefit Specialist (1-3 years)	700 000	900 000	800 000
SME / Expert / Lead (3+ years)*	800 000	1 000 000	900 000
Recruitment Specialist (1-3 years)	500 000	850 000	650 000
Recruitment Specialist (3+ years)	650 000	1 250 000	950 000
Recruitment Team Lead	950 000	1 600 000	1 250 000
Team Leader*	950 000	1 300 000	1 100 000
Team Manager*	1 100 000	1 500 000	1 300 000

* Covers the fields of HR Operations, Learning & Development, Compensation & Benefit and Payroll

INFORMATION TECHNOLOGY

Position	Min	Max	Average
1st level Service Desk (Fresh graduate)	450 000	550 000	500 000
1st level Service Desk (1-3 years)	500 000	670 000	580 000
2nd level Service Desk	550 000	730 000	620 000
Quality Specialist	600 000	780 000	680 000
Service Desk Team Leader	780 000	1 100 000	900 000
Service Desk Manager	900 000	1 500 000	1 200 000

BUSINESS SERVICES SALARIES

Gross monthly salaries in HUF for full-time positions without bonuses and other benefits

CUSTOMER SERVICE & MASTER DATA

Position	Min	Max	Average
Customer Service (Fresh graduate)	450 000	550 000	500 000
Customer Service (1-3 years)	500 000	650 000	560 000
Customer Service (3+ years)	580 000	700 000	630 000
Master Data Analyst (Fresh graduate)	480 000	550 000	520 000
Master Data Analyst (1-3 years)	520 000	680 000	620 000
Master Data Analyst (3+ years)	600 000	750 000	700 000
Team Leader*	730 000	1 100 000	880 000
Team Manager*	850 000	1 500 000	1 200 000

*Covers the fields of Customer Service and Master Data

SALES

Position	Min	Max	Average
Sales Support (Fresh graduate)	450 000	550 000	500 000
Sales Support (1-3 years)	520 000	700 000	620 000
Sales / Account Management (Fresh graduate)*	600 000	800 000	680 000
Sales / Account Management (1-3 years)*	700 000	1 000 000	800 000
Sales Support Team Leader	750 000	1 200 000	950 000

* The salaries largely depend on the commissions

PROJECT & MANAGEMENT

Position	Min	Max	Average
Business Analyst	650 000	950 000	800 000
BI Analyst	800 000	1 300 000	950 000
BI Manager	1 200 000	1 650 000	1 400 000
CI	900 000	1 550 000	1 300 000
Transition / Process Improvement Manager	1 100 000	1 800 000	1 300 000

LOGISTICS & PROCUREMENT

Position	Min	Max	Average
Order Management / Logistics / Supply Chain Specialist (Fresh graduate)	450 000	550 000	500 000
Order Management / Logistics / Supply Chain Specialist (1-3 years)	520 000	700 000	620 000
Order Management / Logistics / Supply Chain Specialist (3+ years)	600 000	800 000	680 000
Operational Buyer (Fresh graduate)	480 000	560 000	520 000
Operational Buyer (1-3 years)	550 000	750 000	650 000
Strategic Buyer (3+ years)	650 000	1 000 000	800 000
Team Leader*	750 000	1 200 000	950 000
Team Manager*	950 000	1 600 000	1 400 000

* Covers the fields of Order Management, Procurement and Supply Chain

Disclaimer: The salary ranges are calculated for English speaking positions. You can find the rates for language bonus below. The percentage of language bonuses are less significant regarding managerial positions.

Language allowance

German, French	12-17 %
Italian, Spanish, Portuguese	10-15 %
Czech, Slovak, Slovenian, Romanian, Bulgarian, Serbian	10-15 %
Chinese, Japanese	10-15 %
Turkish, Arabic, Greek	10-15 %
Polish, Russian, Hebrew, Dutch, Nordic*	15%+

*Includes: Norwegian, Danish, Swedish, Finnish

CONSTRUCTION & PROPERTY



The recession in the construction sector started in 2022 and deepened in 2023. Suspended or halted public investment combined with perceived economic instability in the private sector has made it challenging to increase construction output – and it could even fall by double digits this year. Additionally, inflation is an inescapable factor, especially in the context of wages, in an industry that generates around 6% of gross GDP.

INDUSTRY TRENDS

Wage struggles

In 2023, the inflationary wage rises and recessionary wage cuts had a significant impact on employers across the board. We have seen a 20% increase in demand for entry-level positions, while demand for senior engineers has fallen to between 10-15%. We also saw a 25% increase in demand for English-speaking candidates with industrial construction experience last year. Base salaries have increased while performance and other bonuses have decreased, mainly due to the unstable economic situation and the deterioration of our monies value.

The triangle of renewables, ESG and operation

The energy crisis of 2022 has several implications for the construction industry. For example, there is a legal requirement for large companies to produce an ESG report. In property management, energy renovations and related retrofits have increased demand for building electrical and mechanical engineers. Additionally, solar power generation has grown exponentially in the country since 2019, accelerated by the emergence of investments above 50kW. Players have reacted

quickly to national and EU regulations and rising energy prices: companies in this niche market have absorbed electrical engineers with experience in industrial-scale solar power generation.

Unprecedented lack of commitment and candidates

The industry has faced an unprecedented shortage of committed candidates. This trend can be attributed to several factors, including the economic downturn, employees' increased desire for stability following the Covid-19 pandemic, and the growing prevalence of counter-offers. The lack of commitment is evident throughout the recruitment process, with instances of backsliding at every stage, from the initial interview to the final offer and even the period after the offer has been accepted but before the start of employment.

POSITION

In 2023, the **most sought-after** positions were those that serve foreign investment: construction managers and project managers with experience in building industrial logistics halls, followed by those with similar experience on the execution and investment side. Building Information Modelling (BIM) continues to be a focus, as many of these investments come with BIM requirements.

The **highest paying** jobs were those which also require the hardest to find skills. Industrial investment engineers saw the largest increase in pay.

Candidates with experience in public works, condominiums and offices are the **most available** in the current market due to the investment freezes, postponements, or cancellations.

With investment from the Asian region, the recruitment market has seen the emergence of needs such as Korean, Japanese, Chinese language skills, which the market was not prepared for. As a result candidates with such skills are the **least available**.

TOP 3 TRENDS IN 2024

1. According to our year-end statistics, there are more and more opportunities for colleagues in building management and property development.
2. There are still no signs of a recovery in the infrastructure construction sector, which has been hit hardest by the lack of public investment.
3. Based on the current situation, the demand for ESG consultancy, building electricity and building services engineering is expected to continue to grow in 2024.



In 2023, inflation and recession dominated the labour market, creating a conflict between inflationary wage increases and recessionary wage cuts. While we could see wage increases approaching or even exceeding inflation for valued positions, the reality was closer to 10%.



Balázs Boskó
Business Unit Manager
Construction & Property



CONSTRUCTION & PROPERTY SALARIES

Gross monthly salaries in HUF for full-time positions without bonuses and other benefits

CONSTRUCTION

Architectural Engineering (Design)

	Min	Max	Average
Draftsman	550 000	650 000	600 000
Architect (0-3 years)	650 000	750 000	700 000
Architect (3-5 years)	750 000	850 000	800 000
Lead Architect (5-8 years)	900 000	1 200 000	1 050 000
Design Project Manager	1 050 000	1 600 000	1 250 000

Civil Engineering (Design)

	Min	Max	Average
Structural Engineer (0-3 years)	650 000	750 000	700 000
Structural Engineer (3-5 years)	800 000	950 000	900 000
Senior Structural Engineer (5-8 years)	950 000	1 200 000	1 050 000

General Engineering (Design)

	Min	Max	Average
BIM Modeler (0-3 years)	650 000	800 000	725 000
BIM Coordinator (3-5 years)	800 000	1 050 000	900 000
BIM Manager	1 050 000	1 500 000	1 200 000

Architectural & Civil Engineering (Quantity Surveyor)

	Min	Max	Average
Quantity Surveyor (1-3 years)	600 000	750 000	700 000
Quantity Surveyor (3-5 years)	750 000	950 000	850 000
Quantity Surveyor (Infrastructure)	600 000	850 000	750 000
Site Engineer	600 000	800 000	750 000
Cost Manager	750 000	1 050 000	900 000

Architectural & Civil Engineering (Construction)

	Min	Max	Average
Foreman (1-3 years)	550 000	700 000	650 000
Foreman (3-5 years)	700 000	800 000	750 000
Foreman (5-8 years)	800 000	1 000 000	900 000
Site Manager (3-5 years)*	850 000	1 050 000	900 000
Site Manager (5-8 years)*	1 050 000	1 200 000	1 100 000
Lead Site Manager*	1 200 000	1 400 000	1 275 000
Project Manager (5-8 years)*	1 250 000	1 500 000	1 350 000
Project Manager (8+ years)*	1 500 000	2 000 000	1 700 000
Technical Manager*	2 000 000	2 700 000	2 250 000

Electrical Engineering (Quantity Surveyor)

	Min	Max	Average
Junior Quantity Surveyor	600 000	720 000	660 000
Quantity Surveyor	700 000	800 000	750 000
Senior Quantity Surveyor	800 000	980 000	890 000

Electrical Engineering (Design)

	Min	Max	Average
Junior Designer	580 000	750 000	665 000
Designer	750 000	850 000	800 000
Senior Designer	850 000	1 300 000	1 075 000

Electrical Engineering (Construction)

	Min	Max	Average
Junior Site Manager	570 000	680 000	601 500
Site Manager*	720 000	820 000	750 000
Senior Site Manager*	830 000	970 000	902 000
Project Manager*	1 000 000	1 400 000	1 280 000
Senior Project Manager*	1 250 000	1 700 000	1 450 000

* Depending on active Technical Manager License (FMV, ME)

CONSTRUCTION & PROPERTY SALARIES

Gross monthly salaries in HUF for full-time positions without bonuses and other benefits

CONSTRUCTION

Mechanical Engineering / HVAC (Construction)	Min	Max	Average
Draftsman	500 000	650 000	575 000
Designer (1-3 years)	600 000	750 000	675 000
Designer (3-5 years)	750 000	900 000	825 000
Lead Designer (5-8 years)	900 000	1 100 000	1 000 000
Lead Designer (10+ years)	1 100 000	1 500 000	1 300 000
Quantity Surveyor (1-3 years)	650 000	750 000	700 000
Senior Quantity Surveyor (3-5 years)	750 000	950 000	850 000
Foreman / Site Engineer (1-3 years)	600 000	800 000	700 000
Site Manager (3-5 years)*	650 000	1 000 000	825 000
Site Manager (5-8 years)*	800 000	1 100 000	950 000
Project Manager / Lead Site Manager (5-8 years)*	900 000	1 300 000	1 200 000
Senior Project Manager (8+ years)*	1 200 000	1 500 000	1 350 000
Inspector*	1 000 000	1 500 000	1 250 000
Head of Mechanical Engineering	1 350 000	1 800 000	1 500 000

* Depending on active Technical Manager License (FMV, ME)

PROPERTY

Real Estate Development	Min	Max	Average
Junior Project Manager (0-2 years)	600 000	850 000	725 000
Medior Project Manager (5-8 years)	1 100 000	1 500 000	1 300 000
Senior Project Manager (8+ years)	1 400 000	1 900 000	1 650 000
Fit-out Project Manager	1 200 000	1 500 000	1 350 000
Technical Inspector*	1 100 000	1 500 000	1 300 000

Facility Management

	Min	Max	Average
Facility Manager (0-3 years)	650 000	900 000	850 000
Facility Manager (3-5 years)	900 000	1 200 000	1 100 000
Facility Manager (5-8 years)	1 100 000	1 450 000	1 200 000
Head of Facility Management	1 300 000	1 800 000	1 500 000

Property Management

	Min	Max	Average
Property Manager (3-5 years)	1 100 000	1 300 000	1 200 000
Property manager (5-8 years)	1 200 000	1 500 000	1 300 000
Head of Property Management	1 400 000	2 000 000	1 600 000

Asset Management

	Min	Max	Average
Asset Manager (3-5 years)	1 100 000	1 400 000	1 300 000
Asset Manager (5-8 years)	1 300 000	1 600 000	1 400 000

Leasing Management

	Min	Max	Average
Leasing Manager (1-3 years)	700 000	1 000 000	900 000
Leasing Manager (3-5 years)	900 000	1 300 000	1 200 000
Leasing Manager (5-8 years)	1 200 000	1 400 000	1 300 000

Real Estate Investment (Feasibility)

	Min	Max	Average
Real Estate Business Analyst (1-3 years)	550 000	700 000	600 000
Real Estate Business Analyst (3-5 years)	750 000	1 100 000	950 000
Real Estate Business Analyst (5-8 years)	1 100 000	1 400 000	1 250 000
Valuer (1-3 years)	650 000	900 000	800 000
Valuer (3-5 years)	850 000	1 100 000	1 000 000
Valuer (5-8 years)	1 000 000	1 300 000	1 150 000

* Depending on active Technical Manager License (FMV, ME)

ENGINEERING & MANUFACTURING



Contradictions characterised the engineering and manufacturing sector in 2023. Investment continues to flow despite questions about the ability to meet the labour needs of “gigafactories”. The import and integration of foreign workers has become a major issue. In some locations, companies continue to see the retraining of Hungarian professionals as the key to the future. Automation and AI are unlikely to develop at a sufficient pace in the next few years to solve domestic labour market challenges.

INDUSTRY TRENDS

Change in manufacturing and engineering

There has been a significant salary gap between general and specialised manufacturing engineers in recent years, but this is expected to narrow. Although salaries have increased at a faster rate in general fields, they have remained almost unchanged in special technologies. This has caused problems for companies that have budgeted for lower wage costs in assembly, machining, and electronics fields, as they have had to revise their budgets multiple times throughout the year.

Increased demand for candidates with EHS experience

New factories, new environmental, health and safety (EHS) challenges. Engineering teams need additional capacity as they are under pressure due to factory expansions. In the field of management, there is a high demand for individuals with experience in people and project management. Some companies are seeking to replace external service providers with internal resources, so professional's with management experience in this area have a competitive edge.

Job offers from the countryside vs. in Budapest

Development centres in the capital are opening offices in new areas to recruit experienced developers from untapped markets, in contrast to the limited resources in Budapest. Based on experience, these positions in countryside can even offer salaries comparable to those in the capital. This may pose a challenge for local players, but it presents a valuable opportunity for candidates. It is crucial that flexible working is not just a tool, but an integral part of the corporate culture.

POSITIONS

Although roles in the quality assurance field remain the most **sought-after positions**, the fastest-growing demand was for EHS engineers in 2023. However, this trend may reverse as investment shifts to the next phase.

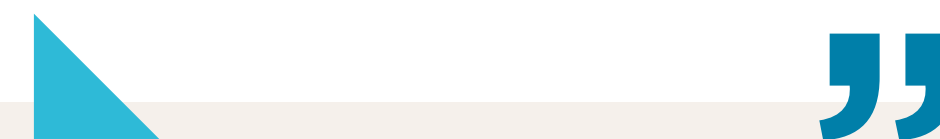
The labour shortage has reached a point where automation projects are becoming increasingly necessary. Professionals with only a few years of experience in electrical engineering can move into one of the **highest-paying positions**.

Candidates with process engineering experience were the most **available**, because of their diverse backgrounds and levels of expertise. However there is a shortage of process development expertise in the market.

The biggest challenge in 2023 was expanding with a large number of technicians, who are the **least accessible**. It is not surprising that in some disciplines, these candidates could earn an engineering salary.

TOP 3 TRENDS IN 2024

1. For a company to prioritize both retention and continuous recruitment, it must have internal retraining and extensive career planning in place. As it is becoming more challenging to acquire ready-made knowledge from the market, it is crucial to develop it in-house, particularly for new employees.
2. In the selection process, we expect wages and skills to move to the same priority, which will widen the gap between salary offers and salary demands. We also anticipate the merging of jobs.
3. The number of foreign workers is growing rapidly, and manufacturing companies have to decide whether they want to hire or work with them. Some domestic workers, mainly in blue-collar fields, may become available because they do not wish to work in such an environment. Smaller firms can easily develop a recruitment strategy around this.



2024 will be about redesigning. Depending on the economic situation and the number of orders, there may be discussions about recruitment or the optimisation of the workforce.



Tamás Seres
Senior Team Leader
Engineering & Manufacturing



ENGINEERING & MANUFACTURING SALARIES

Gross monthly salaries in HUF for full-time positions without bonuses and other benefits

FRESH GRADUATE (0-1 YEAR EXPERIENCE)

Position	Min	Max	Average
Production Engineering	600 000	750 000	650 000
Quality Engineering	600 000	700 000	650 000
Test Engineering	600 000	750 000	650 000
Maintenance Engineering	600 000	750 000	650 000
Mechanical R&D	600 000	750 000	650 000
Electrical R&D	600 000	750 000	650 000
EHS Engineering	500 000	650 000	550 000
MES & MOM Engineering	500 000	650 000	600 000
Instrumentation & Controls Engineering	600 000	800 000	650 000
Automation Engineering	550 000	700 000	600 000
Project Engineering	600 000	750 000	650 000
Service Engineering	600 000	750 000	650 000
Expert in specific technology (e.g. welding, molding, soldering)	600 000	800 000	650 000
Shift Leader	450 000	550 000	530 000
Mechanical Technician	400 000	550 000	450 000
Electrical Technician	400 000	600 000	500 000

JUNIOR ENGINEER (1-3 YEARS EXPERIENCE)

Position	Min	Max	Average
Production Engineering	650 000	800 000	750 000
Quality Engineering	650 000	850 000	800 000
Test Engineering	600 000	800 000	750 000
Maintenance Engineering	650 000	850 000	750 000
Mechanical R&D	650 000	850 000	750 000
Electrical R&D	650 000	850 000	750 000
EHS Engineering	600 000	850 000	700 000
MES & MOM Engineering	650 000	900 000	750 000
Instrumentation & Controls Engineering	700 000	1 000 000	850 000
Automation Engineering	700 000	1 000 000	800 000
Project Engineering	650 000	850 000	750 000
Service Engineering	650 000	800 000	700 000
Expert in specific technology (e.g. welding, molding, soldering)	650 000	850 000	750 000
Shift Leader	500 000	650 000	600 000
Mechanical Technician	450 000	550 000	500 000
Electrical Technician	450 000	650 000	550 000

ENGINEERING & MANUFACTURING SALARIES

Gross monthly salaries in HUF for full-time positions without bonuses and other benefits

MEDIOR ENGINEER (3-5 YEARS EXPERIENCE)

Position	Min	Max	Average
Production Engineering	750 000	1 000 000	900 000
Quality Engineering	850 000	950 000	900 000
Test Engineering	850 000	1 000 000	900 000
Maintenance Engineering	750 000	1 050 000	900 000
Mechanical R&D	900 000	1 200 000	1 000 000
Electrical R&D	950 000	1 300 000	1 100 000
EHS Engineering	750 000	1 050 000	900 000
MES & MOM Engineering	750 000	1 100 000	900 000
Instrumentation & Controls Engineering	900 000	1 400 000	1 100 000
Automation Engineering	850 000	1 250 000	1 000 000
Project Engineering	850 000	1 200 000	1 000 000
Service Engineering	800 000	950 000	900 000
Expert in specific technology (e.g. welding, molding, soldering)	750 000	1 100 000	950 000
Shift Leader	550 000	650 000	600 000
Mechanical Technician	450 000	600 000	550 000
Electrical Technician	550 000	850 000	700 000

SENIOR ENGINEER (5+ YEARS EXPERIENCE)

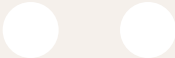
Position	Min	Max	Average
Production Engineering	950 000	1 200 000	1 000 000
Quality Engineering	950 000	1 200 000	1 100 000
Test Engineering	950 000	1 200 000	1 100 000
Maintenance Engineering	950 000	1 200 000	1 000 000
Mechanical R&D	950 000	1 500 000	1 100 000
Electrical R&D	950 000	1 600 000	1 200 000
EHS Engineering	900 000	1 300 000	1 100 000
MES & MOM Engineering	900 000	1 200 000	1 050 000
Instrumentation & Controls Engineering	1 300 000	1 800 000	1 500 000
Automation Engineering	1 100 000	1 500 000	1 300 000
Project Engineering	1 000 000	1 200 000	1 100 000
Service Engineering	800 000	1 000 000	950 000
Expert in specific technology (e.g. welding, molding, soldering)	950 000	1 300 000	1 200 000
Shift Leader	600 000	750 000	650 000
Mechanical Technician	500 000	650 000	600 000
Electrical Technician	550 000	900 000	700 000

ENGINEERING & MANUFACTURING SALARIES

Gross monthly salaries in HUF for full-time positions without bonuses and other benefits

MANAGERIAL ROLES

Position	Min	Max	Average
Plant Management / Operations Management	2 500 000	5 000 000	3 500 000
Engineering / Production Manager	1 500 000	2 200 000	1 800 000
Quality Team Leader	1 000 000	1 500 000	1 200 000
Quality Manager	1 500 000	2 200 000	1 700 000
Test Manager	1 300 000	1 550 000	1 450 000
Maintenance Manager	1 200 000	1 700 000	1 600 000
Mechanical R&D	1 500 000	2 000 000	1 750 000
Electrical R&D	1 500 000	2 000 000	1 850 000
EHS Manager	1 400 000	1 900 000	1 600 000
EHS Director	1 800 000	3 000 000	2 200 000
MES Manager	1 300 000	2 000 000	1 500 000
Instrumentation & Controls Manager	1 500 000	2 500 000	2 000 000
Automation Manager	1 600 000	2 600 000	2 000 000
Project Engineering Team Leader	1 300 000	1 800 000	1 500 000
Project Manager	1 500 000	2 200 000	1 800 000
Service Manager	1 000 000	1 500 000	1 300 000



HUMAN RESOURCES



Technological advances and dynamic labour market needs continued to shape HR trends in 2023. Automation and AI play an increasingly vital role in recruitment and selection processes, promoting more efficient and objective decision-making. Companies also pay more attention to the physical and mental health of employees, introducing programmes and benefits to support work-life balance. Opportunities such as flexible working, remote working and trainings are also key to increasing employee engagement and well-being.

INDUSTRY TRENDS

Expanding training and development programmes

More and more companies are focusing on 'Learning and Development' and recognising its strategic importance. These programmes support employees' professional development and help them keep up with the rapidly changing needs of the industry and technology. At the same time, they contribute to increasing employee engagement and performance, retaining talent, improving organisational effectiveness, and promoting corporate culture and innovation. Companies are therefore expected to devote increasing resources to training and development programmes.

Home office: attract and retain

Working from home is also becoming more common in HR. This is partly due to advances in technology that enable effective virtual collaboration and working. In addition, companies are realising that working from home is an attractive way to attract and retain talent

and increase employee satisfaction. Work-life balance is important to candidates, and so they are looking for jobs with flexible working options. This trend is likely to continue.

Industry-independent HR

HR professionals are increasingly open to moving between industries. This is likely to be no different in 2024, as there are many benefits to be gained. If HR professionals are well versed how the business functions holistically, not only in their narrow area of expertise, they gain a comprehensive skillset and a better understanding of business strategies. The flexibility and comprehensiveness of the HR field allows professionals to successfully adapt to the specific circumstances of different industries. HR professionals who move successfully between industries can gain a competitive advantage and contribute to business innovation and development.

POSITIONS

Junior HR generalist was **the most in-demand** position in 2023, and this trend is expected to continue in 2024. This is due to companies recognising the significance of HR roles in enhancing labour market competitiveness and promoting employee engagement.

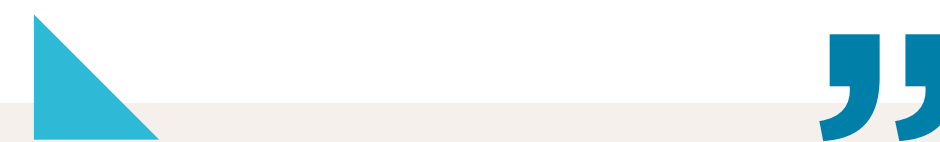
HR manager positions were by far the **highest paying**, with a significant percentage increase in salaries compared to the previous year. Companies were looking for HR professionals with higher levels of expertise and leadership skills.

Junior HR specialists are the **most accessible** professionals. Many graduates in HR, as well as junior recruiters and payroll workers, aspire to move from their current specialisation to an HR specialist position.

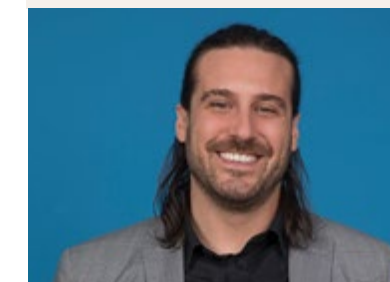
The **least available** workforce is a payroll manager with English language skills. Professionals with managerial skills, 5+ years of payroll experience and English language skills are particularly rare nationally.

TOP 3 TRENDS IN 2024

1. 'One-man-army' HR is becoming more and more common in SMEs, where one person is responsible for almost all HR tasks. Such HR professionals have a unique insight into the entire HR process and their experience in SMEs is extremely valuable. This is especially true if they later want to be able to operate in a multinational environment.
2. The use of the home office work model will remain a key focus in the sector. It is already an advantage in the competition for talented candidates, because employees value and even expect this flexibility, but it also plays a major role in retention.
3. Learning and development (L&D) is increasingly important in HR practices as it is key to competitiveness, innovation and talent retention. It also strengthens the attractiveness of the employer brand, as employees increasingly value employers providing opportunities for professional development.



Companies that focus on employee development not only strengthen their current workforce, but also increase their competitiveness in a dynamic HR market.



Krisztián Moldován
Senior Team Leader
Sales & Marketing & HR,
Procurement and Supply Chain



HUMAN RESOURCES SALARIES

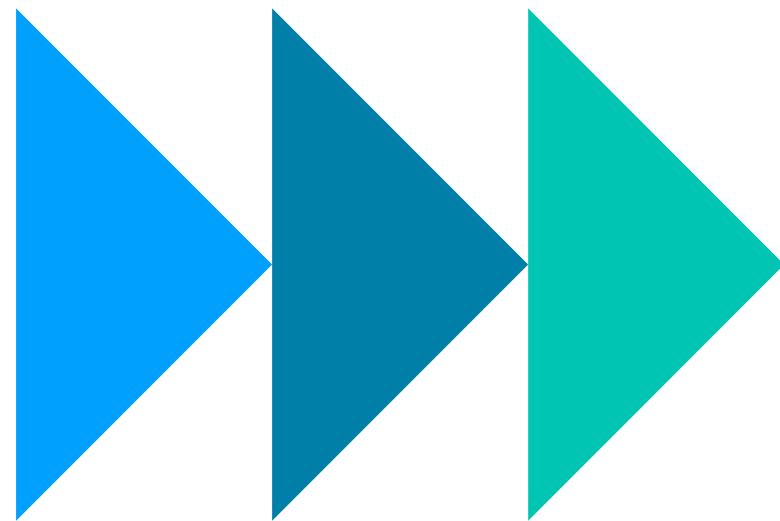
Gross monthly salaries in HUF for full-time positions without bonuses and other benefits

OFFICE SUPPORT

Position	Min	Max	Average
Receptionist (English speaking)	450 000	580 000	530 000
Administrative Assistant / Office Assistant (English speaking)	500 000	680 000	580 000
Office Manager (1-3 years)	550 000	680 000	650 000
Office Manager (3+ years)	600 000	850 000	700 000
Executive Assistant (1-3 years)	600 000	800 000	680 000
Executive Assistant (3+ years)	650 000	950 000	780 000

HUMAN RESOURCES

Position	Min	Max	Average
Regional HR Director	2 100 000	3 600 000	2 750 000
HR Director	1 600 000	2 800 000	2 000 000
HR Manager	1 150 000	2 350 000	1 700 000
Regional HR Business Partner	1 100 000	1 800 000	1 420 000
HR Business Partner	720 000	1 400 000	1 050 000
Payroll Team Leader	650 000	1 300 000	900 000
Payroll Specialist	500 000	900 000	690 000
Recruitment Manager	820 000	1 500 000	1 200 000
Recruitment Partner	690 000	1 350 000	1 100 000
IT Recruitment Specialist	820 000	1 400 000	1 200 000
Recruitment Specialist	490 000	1 000 000	840 000
Learning & Development Specialist	450 000	900 000	670 000
Mobility Specialist	460 000	780 000	620 000
HR Generalist	620 000	1 300 000	870 000
HR Specialist	470 000	780 000	670 000
HR Coordinator	400 000	750 000	620 000
HR Assistant	310 000	490 000	390 000
HR Administrator	300 000	450 000	350 000



TECHNOLOGY



After the post-Covid recruitment tsunami, 2023 brought a huge ups and downs in the hiring of full-time workers in IT. The keywords were stability, patience and retention, and we don't see this changing drastically in 2024. In addition to the slowing in recruitment, the dynamic wage rises of previous years has also slowed. In many cases, wages have not increased, and there were even fields where they have fallen slightly. This was mainly due to a decline in demand for labour, the fact that candidates made redundant were unable to find a job, and professionals looking for a change having few options available. The market, which had been candidate-driven for years, suddenly became position-driven.

INDUSTRY TRENDS

AI was flowing from the tap

There is no doubt that the theme of artificial intelligence defined 2023. The increasingly advancing technology has been adopted in large numbers by businesses, professionals, and the general public. Although AI has been with us in our everyday lives and many of its developments have been ongoing, this year it broke into the mainstream. Today, AI is a consistent topic of discussion in most professional forums, with the conversations expected to continue in 2024.

The focus on cloud and DevOps engineers

Cloud technology and its adoption will continue to dominate the lives of businesses. This trend has been with us for years and will remain with us, because sooner or later, all companies will use cloud technologies. However, as this field is still in its emergency, the number of candidates is still limited. The demand for DevOps engineers with experience in a cloud technology remains high, with an average of 70% in development and 30% in operations.

Fullstack is the trump card for software developers

Companies are willing to pay a lot today for highly talented fullstack specialists, and they will continue to be indispensable in the future. Broad programming skills have always been competitive, but in this field, routine is even more important than in others. To be a truly valuable full-stack software developer – both backend and frontend – at least 5 years of professional experience is required on the candidate's side.

POSITIONS

In 2023, and based on industry trends, it is expected that Fullstack Developer and DevOps Engineer will continue to be the **most sought-after** positions in the sector in 2024.

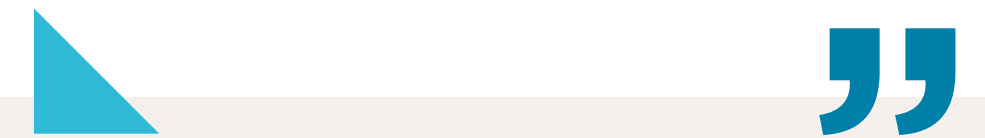
The **highest-paying** positions are in the Software Developer field, with professionals working with front-end, Python and Java technologies being the ones earning the most.

The **most available** professionals are currently in testing, infrastructure and project management.

The **least available** are experienced DevOps engineers, Salesforce specialists, data scientists, Python developers and Node.js developers.

TOP 3 TRENDS IN 2024

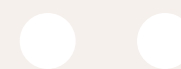
1. If 2022 was the year of IT recruitment, 2023 was the opposite. There will be more IT development projects in 2024 than last year, but the increase will be moderate.
2. Wages are expected to continue to grow below inflation in 2024, despite the strong desire of candidates to get inflation-linked pay rises year after year.
3. On the corporate side, retention is expected to remain a priority. Highly skilled candidates in key positions will have a better bargaining chip, and so we expect counter-offers to become even more prevalent.



After the pandemic, in 2021 and 2022, the Hungarian IT market witnessed unprecedented investment volumes - triggering unprecedented positive trends in both the number of commissions and the rise in salaries. But 2023 brought a significant slowdown in all aspects. 2024 could be a year of consolidation.



László Vizkeleti
Team Manager /
Expert Perm Director
IT Perm



TECHNOLOGY SALARIES



Gross monthly salaries in HUF for full-time positions without bonuses and other benefits

SOFTWARE DEVELOPMENT

Position	Junior SW Engineer (0-3 years)			Medior SW Engineer (3-5 years)			Senior SW Engineer (5+ years)			Architect / Team Lead / Management		
	Min	Max	Average	Min	Max	Average	Min	Max	Average	Min	Max	Average
Embedded Developer	650 000	950 000	750 000	950 000	1 200 000	1 050 000	1 200 000	1 800 000	1 500 000	1 800 000	2 200 000	1 950 000
C/C++ Developer	650 000	950 000	750 000	950 000	1 200 000	1 050 000	1 200 000	1 800 000	1 500 000	1 800 000	2 200 000	1 950 000
Java Developer	750 000	1 150 000	950 000	1 150 000	1 500 000	1 400 000	1 500 000	2 100 000	1 800 000	1 900 000	2 500 000	2 300 000
C#/.NET Developer	750 000	1 000 000	850 000	1 100 000	1 400 000	1 300 000	1 500 000	2 000 000	1 700 000	2 000 000	2 500 000	2 300 000
PHP Developer	650 000	850 000	750 000	850 000	1 250 000	1 100 000	1 250 000	1 700 000	1 500 000	1 700 000	2 200 000	2 000 000
Python Developer	750 000	1 150 000	950 000	1 300 000	1 600 000	1 400 000	1 600 000	2 000 000	1 800 000	1 900 000	2 500 000	2 300 000
Database Developer	650 000	1 000 000	850 000	900 000	1 300 000	1 100 000	1 300 000	1 700 000	1 600 000	1 700 000	1 900 000	1 800 000
Frontend Developer	650 000	1 000 000	850 000	1 000 000	1 450 000	1 300 000	1 300 000	1 800 000	1 700 000	1 800 000	2 400 000	2 000 000
Android Developer	650 000	950 000	850 000	1 000 000	1 400 000	1 250 000	1 500 000	1 800 000	1 700 000	2 000 000	2 300 000	2 100 000
iOS Developer	650 000	1 000 000	850 000	1 000 000	1 500 000	1 350 000	1 500 000	2 000 000	1 800 000	2 000 000	2 500 000	2 250 000
Manual Tester	600 000	850 000	700 000	850 000	1 150 000	950 000	1 100 000	1 400 000	1 300 000	1 400 000	1 800 000	1 600 000
Automation Tester	650 000	1 000 000	850 000	1 000 000	1 400 000	1 200 000	1 400 000	1 800 000	1 550 000	1 800 000	2 200 000	1 950 000
UX/UI Designer	600 000	950 000	750 000	900 000	1 300 000	1 100 000	1 300 000	1 700 000	1 600 000	1 600 000	2 400 000	2 000 000

INFRASTRUCTURE & CLOUD

Position	Junior Engineer (0-3 years)			Medior Engineer (3-5 years)			Senior Engineer (5+ years)			Architect / Team Lead / Management		
	Min	Max	Average	Min	Max	Average	Min	Max	Average	Min	Max	Average
System/Network Administrator	600 000	800 000	700 000	800 000	1 050 000	950 000	1 050 000	1 300 000	1 200 000	1 400 000	1 600 000	1 500 000
Database Administrator	600 000	900 000	750 000	900 000	1 250 000	1 150 000	1 250 000	1 600 000	1 400 000	1 550 000	1 800 000	1 700 000
System Engineer	600 000	900 000	750 000	900 000	1 250 000	1 100 000	1 250 000	1 500 000	1 350 000	1 450 000	1 750 000	1 600 000
Network Engineer	650 000	900 000	700 000	900 000	1 400 000	1 200 000	1 400 000	1 800 000	1 550 000	1 550 000	2 000 000	1 850 000
Cloud Network Engineer	700 000	900 000	800 000	900 000	1 500 000	1 300 000	1 500 000	1 800 000	1 650 000	2 000 000	2 500 000	2 250 000
DevOps/Cloud Engineer	750 000	1 200 000	900 000	1 200 000	1 650 000	1 450 000	1 650 000	2 000 000	1 800 000	2 000 000	2 700 000	2 450 000
Site Reliability Engineer	700 000	1 000 000	850 000	1 000 000	1 500 000	1 250 000	1 500 000	1 800 000	1 750 000	1 800 000	2 100 000	1 950 000



TECHNOLOGY SALARIES

Gross monthly salaries in HUF for full-time positions without bonuses and other benefits

CYBERSECURITY

Position	Junior Engineer (0-3 years)			Medior Engineer (3-5 years)			Senior Engineer (5+ years)			Architect / Team Lead / Management		
	Min	Max	Average	Min	Max	Average	Min	Max	Average	Min	Max	Average
Security Engineer	800 000	1 100 000	900 000	1 100 000	1 400 000	1 250 000	1 400 000	2 000 000	1 600 000	2 000 000	2 500 000	2 300 000
Cyber Security Consultant	800 000	1 100 000	900 000	1 100 000	1 400 000	1 250 000	1 400 000	2 000 000	1 600 000	2 000 000	2 500 000	2 300 000
SOC Analyst	750 000	1 000 000	850 000	900 000	1 200 000	1 100 000	1 200 000	1 500 000	1 300 000	1 500 000	1 800 000	1 600 000
Penetration Tester	1 000 000	1 400 000	1 200 000	1 300 000	1 600 000	1 500 000	1 500 000	2 000 000	1 800 000	2 000 000	2 500 000	2 200 000
IAM Engineer	700 000	900 000	800 000	900 000	1 200 000	1 100 000	1 200 000	1 500 000	1 300 000	1 500 000	1 800 000	1 600 000
Vulnerability Specialist	700 000	900 000	800 000	900 000	1 400 000	1 200 000	1 400 000	1 800 000	1 500 000	1 500 000	1 800 000	1 600 000

CHANGE AND PROJECT MANAGEMENT

Position	Junior Engineer (0-3 years)			Medior Engineer (3-5 years)			Senior Engineer (5+ years)			Architect / Team Lead / Management		
	Min	Max	Average	Min	Max	Average	Min	Max	Average	Min	Max	Average
Product Owner/Manager	700 000	1 000 000	850 000	1 000 000	1 500 000	1 250 000	1 500 000	2 000 000	1 750 000	2 000 000	2 500 000	2 250 000
Project Manager	700 000	1 000 000	850 000	1 000 000	1 500 000	1 250 000	1 500 000	2 000 000	1 750 000	2 000 000	2 500 000	2 250 000
Engineering Manager	-	-	-	-	-	-	-	-	-	2 000 000	2 500 000	2 250 000
Delivery Manager	-	-	-	-	-	-	-	-	-	2 000 000	2 500 000	2 250 000
Scrum Master	800 000	1 000 000	900 000	1 000 000	1 500 000	1 250 000	1 500 000	2 000 000	1 750 000	-	-	-
Agile Coach	800 000	1 000 000	900 000	1 000 000	1 500 000	1 250 000	1 500 000	2 000 000	1 750 000	-	-	-

TECHNOLOGY SALARIES

Gross monthly salaries in HUF for full-time positions without bonuses and other benefits

ERP & CRM Position	Junior Engineer (0-3 years)			Medior Engineer (3-5 years)			Senior Engineer (5+ years)			Architect / Team Lead / Management		
	Min	Max	Average	Min	Max	Average	Min	Max	Average	Min	Max	Average
SAP Consultant	600 000	800 000	700 000	800 000	1 300 000	1 100 000	1 300 000	1 700 000	1 500 000	1 700 000	2 600 000	2 300 000
SAP Developer	700 000	850 000	750 000	800 000	1 300 000	1 200 000	1 300 000	1 800 000	1 600 000	1 800 000	2 700 000	2 400 000
SAP Basis Administrator	600 000	800 000	700 000	800 000	1 300 000	1 100 000	1 300 000	1 800 000	1 500 000	1 800 000	2 700 000	2 400 000
Salesforce Consultant	600 000	900 000	800 000	900 000	1 400 000	1 100 000	1 500 000	1 900 000	1 700 000	1 800 000	2 700 000	2 500 000
Salesforce Developer	700 000	900 000	800 000	900 000	1 500 000	1 200 000	1 500 000	2 100 000	1 800 000	1 800 000	2 700 000	2 500 000
Salesforce Administrator	600 000	900 000	800 000	900 000	1 500 000	1 200 000	1 500 000	2 100 000	1 800 000	1 800 000	2 700 000	2 500 000

DATA & ADVANCED ANALYTICS Position	Junior Engineer (0-3 years)			Medior Engineer (3-5 years)			Senior Engineer (5+ years)			Architect / Team Lead / Management		
	Min	Max	Average	Min	Max	Average	Min	Max	Average	Min	Max	Average
Data Scientist	850 000	1 400 000	1 100 000	1 300 000	1 700 000	1 500 000	1 500 000	2 200 000	1 800 000	2 000 000	2 600 000	2 400 000
Data Engineer	850 000	1 500 000	1 200 000	1 200 000	1 700 000	1 500 000	1 500 000	2 400 000	2 000 000	2 000 000	2 700 000	2 400 000
Machine Learning / Deep Learning Engineer	900 000	1 400 000	1 200 000	1 400 000	2 200 000	1 700 000	1 700 000	2 600 000	2 000 000	2 000 000	2 700 000	2 500 000
Computer Vision Engineer	900 000	1 300 000	1 100 000	1 300 000	1 600 000	1 450 000	1 600 000	1 900 000	1 700 000	1 800 000	2 400 000	2 100 000
BI Developer	900 000	1 300 000	1 100 000	1 300 000	1 700 000	1 500 000	1 500 000	1 900 000	1 700 000	1 800 000	2 500 000	2 200 000
BI Analyst	750 000	1 100 000	850 000	1 300 000	1 700 000	1 400 000	1 600 000	2 000 000	1 800 000	1 900 000	2 500 000	2 200 000
Business / System Analyst	800 000	1 300 000	1 100 000	1 200 000	1 600 000	1 400 000	1 500 000	1 800 000	1 600 000	1 900 000	2 400 000	2 100 000
RPA Developer	800 000	1 200 000	1 000 000	1 000 000	1 600 000	1 300 000	1 400 000	1 800 000	1 600 000	1 600 000	2 000 000	1 800 000

IT CONTRACTING



The contracting form of employment is already familiar to most market players. Regulations have been introduced that have had an impact on contractors and their partners, but the entrepreneurial spirit has not diminished. Whereas in recent years the proportion of contractors in the IT labour market was between 5-10%, today 20% of candidates are either contractors or would be open to contracting. While many factors influence the evolution of wages and hourly rates, contracting is becoming increasingly popular – we have seen the demand for contracting increase fivefold between 2021 and 2023. In 2024, the number of contracted projects and contractors is expected to increase even further.

INDUSTRY TRENDS

Recruitment trends in the contracting sector

Despite the trend towards outsourcing, many companies still prefer to keep their workforce in-house due to concerns about losing important competencies. However, there are signs of progress in this area. Some managers are starting to appreciate the advantages of subcontracting, such as the ability to quickly fill resource gaps and access specialised skills. In fact, the shortage of IT specialists has prompted more and more companies to consider contracting as a viable option. If the collaboration is successful, these companies may even create permanent positions for their contractors within a year.

Uncertainty and long-term projects

Contracting allows a freelancer to work on several projects at the same time, or to switch between projects on a regular basis. However, the uncertain economic situation means that the prevailing

trend is now to commit to long-term contracts. A contractor who is stable and can be relied upon to deliver prefers to stay on their current project and trust that a better project at a more desirable hourly rate will appear. Those who are in a hurry, on the other hand, are willing to take on a new project now, even at a lower rate, just to avoid months of searching and lost revenue. As a result, IT professionals looking for new opportunities are increasingly willing to consider contracting, even if they have previously held permanent positions.

Banking area and SMEs need mainly contractors for incoming works

Demand for developers has fallen, with some development projects postponed or frozen in 2023. However, the focus has shifted to maintenance, automation, and optimisation of existing systems. The banking, insurance and telecoms sectors remain key players in the IT market. In banking, large projects continue to boom and changes in the domestic banking market will further increase the demand for freelance workers. SMEs are increasingly relying on ad hoc projects and therefore have the highest demand for subcontractors. When an assignment comes in, highly skilled professionals need to be up and running quickly, with minimal onboarding time.

POSITIONS

SAP specialists were the **most in-demand** workers in 2023, but helpdesk and DevOps specialists were also in high demand for system operations. Other popular searches were business analyst and fullstack developer, with the latter expected to be even more in demand in 2024.

The **highest paying** opportunities remain in the SAP field, whether as a developer or consultant. In addition, high hourly rates can be found in architect positions in the development field, as well as in mobile development.

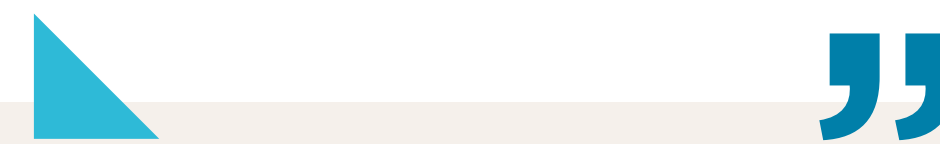
The **most accessible** professionals are project managers, scrum masters or SAP specialists.

Technical IT specialists, such as embedded software developers, are the **least accessible**. Additionally, positions requiring rare technologies are also harder to fill. There is a limited market for experienced Data Engineers and in the areas of Cyber Security,

Safety Engineer. German language skills are particularly rare among contractors.

TOP 3 TRENDS IN 2024

1. Organisations are expected to find it easier to plan budgets and projects for the coming year, but most are unlikely to expand in the first quarter. New projects, or the resumption of suspended projects, are more likely to be planned for the second half of the year.
1. Some of the previously passive candidates may have put professional considerations on the backburner in exchange for a secure livelihood. However, the expected increase in labour demand may encourage them to seek new challenges. The labour market in 2024 will not be as dynamic as in 2021-22, but it will be much more favourable for both candidates and companies than in 2023.
1. With the relaunch of projects in 2024, professionals can expect more and even better development opportunities. However, the strong trend in subcontracting employment will remain towards operations (DevOps), database migration and upgrading (Data Engineer) or efficient use of ERP systems (SAP consultant).



Contract labour is no longer a new phenomenon. The question is whether it is being used by companies with the right business objectives, conditions, and pricing. The importance of dynamic and agile, yet thoughtful decision-making on projects has never been greater. That is why contracting resources can and should be used in the current economic environment.



Botond Kóvári
Team Manager
IT Contracting



IT CONTRACTING SALARIES

SOFTWARE AND APPLICATION DEVELOPMENT

Backend		Min Ft/h*	Max Ft/h*	Typical Ft/h*
Java	Junior Developer (1-3 years)	7 000	9 500	8 500
	Developer (3-5 years)	9 500	14 000	12 000
	Senior Developer (5+ years)	12 000	21 000	15 000
.NET/C#	Junior Developer (1-3 years)	7 000	9 500	8 500
	Developer (3-5 years)	9 000	14 000	12 000
	Senior Developer (5+ years)	12 000	21 000	15 000
Python	Junior Developer (1-3 years)	7 000	9 500	8 500
	Developer (3-5 years)	10 000	14 500	13 000
	Senior Developer (5+ years)	12 500	21 000	15 000
C/C++	Junior Developer (1-3 years)	7 000	9 500	8 500
	Developer (3-5 years)	9 500	13 500	12 000
	Senior Developer (5+ years)	12 000	20 000	15 000
Embedded Software Engineer	Junior Developer (1-3 years)	7 500	9 500	8 500
	Developer (3-5 years)	10 000	14 000	12 500
	Senior Developer (5+ years)	13 000	20 000	15 500
Software Architect		14 000	25 000	18 500
Frontend		Min Ft/h*	Max Ft/h*	Typical Ft/h*
Frontend	Junior Developer (1-3 years)	6 000	9 500	8 500
	Developer (3-5 years)	9 500	12 500	11 000
	Senior Developer (5+ years)	11 500	19 000	14 500
Fullstack		Min Ft/h*	Max Ft/h*	Typical Ft/h*
Fullstack	Junior Developer (1-3 years)	7 500	10 500	9 500
	Developer (3-5 years)	10 000	14 000	12 000
	Senior Developer (5+ years)	13 000	23 000	15 500

Mobile		Min Ft/h*	Max Ft/h*	Typical Ft/h*
Android/iOS	Junior Developer (1-3 years)	6 500	9 500	7 500
	Developer (3-5 years)	9 000	14 000	12 000
	Senior Developer (5+ years)	11 000	19 000	15 500

OPERATIONS

Quality Assurance		Min Ft/h*	Max Ft/h*	Typical Ft/h*
Test Automation Engineer	Junior (1-3 years)	7 000	10 000	8 500
	Medior (3-5 years)	9 000	12 500	11 500
	Senior (5+ years)	11 000	16 000	13 000
Manual Tester	Junior (1-3 years)	5 000	7 500	6 000
	Medior (3-5 years)	6 000	8 500	7 000
	Senior (5+ years)	7 000	10 000	8 500
QA Engineer	Junior (1-3 years)	7 500	10 500	9 000
	Medior (3-5 years)	10 000	13 500	12 500
	Senior (5+ years)	12 500	17 000	14 000
QA Manager		13 000	20 000	16 500
Test Manager		11 500	17 500	14 500

Deployment and Maintenance		Min Ft/h*	Max Ft/h*	Typical Ft/h*
DevOps Engineer	Junior (1-3 years)	8 000	10 500	9 500
	Medior (3-5 years)	11 500	15 000	13 000
	Senior (5+ years)	14 000	20 000	17 000
System/Network Administrator	Junior (1-3 years)	6 000	8 000	7 000
	Medior (3-5 years)	7 500	10 500	8 500
	Senior (5+ years)	8 500	11 500	10 000

*The hourly wages do not include Hays fees

IT CONTRACTING SALARIES

OPERATIONS

Cloud		Min Ft/h*	Max Ft/h*	Typical Ft/h*
Cloud Engineer	Junior (1-3 years)	8 500	11 000	10 000
	Medior (3-5 years)	10 000	14 500	12 500
	Senior (5+ years)	12 000	20 000	16 000
Cloud Architect		13 000	23 000	17 500
Security		Min Ft/h*	Max Ft/h*	Typical Ft/h*
DevSecOps Engineer	Junior (1-3 years)	9 000	11 500	10 500
	Medior (3-5 years)	11 000	15 000	13 000
	Senior (5+ years)	14 000	21 000	17 000
Security Engineer	Junior (1-3 years)	8 500	11 000	10 000
	Medior (3-5 years)	10 500	14 500	12 500
	Senior (5+ years)	13 500	20 000	16 500
Cyber Security Consultant		13 000	22 000	16 500
Security Manager		14 500	22 000	17 500
Security Architect		15 000	22 000	18 000
Technical Assistance		Min Ft/h*	Max Ft/h*	Typical Ft/h*
Help Desk	Junior (1-3 years)	4 000	6 000	5 000
	Medior (3-5 years)	5 000	7 500	6 500
	Senior (5+ years)	6 000	9 500	7 500

DATA

Big Data & Machine Learning		Min Ft/h*	Max Ft/h*	Typical Ft/h*
Data Engineer	Junior (1-3 years)	8 500	11 000	10 000
	Medior (3-5 years)	10 000	14 500	12 500
	Senior (5+ years)	12 000	18 000	15 000
Data Scientist	Junior (1-3 years)	9 500	12 000	10 500
	Medior (3-5 years)	10 500	15 000	12 500
	Senior (5+ years)	13 000	20 000	16 000
Data Architect		14 500	22 000	17 500
Database Administrator		8 000	11 500	10 000
Data Analyst		10 000	15 000	12 500
Business Intelligence		Min Ft/h*	Max Ft/h*	Typical Ft/h*
BI Developer		10 000	16 000	12 500
BI Consultant		11 000	16 500	13 500
SAP		Min Ft/h*	Max Ft/h*	Typical Ft/h*
SAP Consultant	Junior (1-3 years)	10 000	14 000	12 000
	Medior (3-5 years)	12 000	18 000	14 500
	Senior (5+ years)	16 000	23 000	19 500
SAP Developer	Junior (1-3 years)	10 000	13 500	12 000
	Medior (3-5 years)	11 500	17 000	14 500
	Senior (5+ years)	15 000	25 000	20 500

*The hourly wages do not include Hays fees

IT CONTRACTING SALARIES

PROJECT AND PEOPLE MANAGEMENT

Business Analyst

	Min Ft/h*	Max Ft/h*	Typical Ft/h*
Business Analyst Junior (1-3 years)	8 000	12 000	10 500
Business Analyst Medior (3-5 years)	10 500	15 500	13 000
Business Analyst Senior (5+ years)	14 000	21 000	17 000

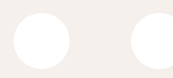
Project Management

	Min Ft/h*	Max Ft/h*	Typical Ft/h*
Project Manager Junior (1-3 years)	8 000	12 000	10 000
Project Manager Medior (3-5 years)	11 000	16 500	13 000
Project Manager Senior (5+ years)	14 000	21 000	17 500
Programme Manager	15 000	23 000	18 500
Product Owner Junior (1-3 years)	8 500	10 500	9 500
Product Owner Medior (3-5 years)	10 000	14 000	12 000
Product Owner Senior (5+ years)	12 500	17 500	14 500
Solution Architect	15 000	21 000	18 000
Enterprise Architect	16 000	23 000	19 500

People Manager

	Min Ft/h*	Max Ft/h*	Typical Ft/h*
Scrum Master Junior (1-3 years)	8 500	10 500	9 500
Scrum Master Medior (3-5 years)	10 000	14 000	12 000
Scrum Master Senior (5+ years)	12 500	17 500	14 500
Agile Coach	11 500	21 000	15 000

*The hourly wages do not include Hays fees



LEGAL & COMPLIANCE



In the field of law, 2023 did not bring any significant changes from the previous year. Numerous open positions were still available to legal candidates. The market has continued to evolve with the integration of technology and increased automation. In addition to the use of artificial intelligence, the rise of remote working and flexible working was also common, changing the working culture of the sector.

INDUSTRY TRENDS

Technology is booming, but AI is also causing problems for lawyers

The legal sector is experiencing a surge in the adoption of digital technologies, automation, and artificial intelligence. Chat GPT, in particular, is a hot topic, and it has a significant impact on the legal community. It can produce high-quality content for well-formulated questions, which could potentially pose a threat to the profession in various areas. Law firms and legal service providers can utilise data analytics, AI, and automated legal systems for client management, document processing, and legal research. Therefore, AI is a double-edged sword in the legal profession.

Data protection and data security is a hot topic

Law firms and businesses had to keep a constant watch on data protection and security. The legal sector, in particular, has to remain vigilant about data protection legislation, such as the European GDPR and similar laws in other countries. Breaches of data protection laws can result in significant fines, making it essential to have expert lawyers on hand. As a result, the demand for these professionals is likely to increase, leading to further wage rises.

Remote work and flexible working conditions

After the pandemic, the demand for remote work and flexible working options has also increased in the legal sector. As a result, many law firms and legal professionals have developed or strengthened the possibility of remote work, leading to a shift in the industry's work culture. Due to the confidential nature of the legal profession, it can be challenging for employers to accommodate employee requests for remote work.

POSITIONS

Experienced professionals in the field of data protection law are **highly sought-after** due to data protection regulations and the GDPR. However, there is also an increasing demand for lawyers who possess knowledge in cybersecurity, software licensing, and intellectual property law.

The **best paying** opportunities are senior management positions in large law firms or corporations. Due to the protection and management of intellectual property, IP lawyers also have a higher salary – experienced candidates can earn approximately 5-10% higher salaries.

Professionals who perform basic legal administrative tasks are the **most accessible** and play an important role in the life of a law firm or company. Entry-level jobs are often available for newly graduated lawyers.

Experts in specialised fields such as energy law, media law, mining law, or even narrower areas like international human rights are often **difficult to find**. Companies may need to offer competitive compensation to attract and acquire these niche skills from competitors.

TOP 3 TRENDS IN 2024

1. Further advances in the use of technology are expected in AI, data analytics and automation. To adapt to new technologies and remain competitive, the sector could also focus on training and developing its workforce.
2. Changes in data protection, labour law and other areas will bring new challenges for professionals.
3. Home office and flexible working hours are expected to remain important in the industry in the future. Companies should adapt to this and support remote working.



The legal sector's most in-demand areas currently include data protection, cybersecurity, and technology law. As fines become more frequent, demand for experts in these fields is increasing, which will likely lead to wage increases.



dr. Dániel Csippa
Recruitment Consultant
Accountancy & Finance



LEGAL & COMPLIANCE SALARIES

Gross monthly salaries in HUF for full-time positions without bonuses and other benefits

IN-HOUSE LAWYER

Position	Min	Max	Average
Junior Lawyer (0-3 years)	550 000	850 000	700 000
In-House Lawyer (3-5 years)	900 000	1 400 000	1 100 000
Senior In-House Lawyer (5-10 years)	1 200 000	2 000 000	1 600 000
Head of Legal (10-15 years)	1 800 000	2 500 000	2 000 000
Regional Legal Director (15+ years)	2 200 000	3 600 000	2 700 000

KYC EXPERT

Position	Min	Max	Average
KYC Analyst (0-3 years)	550 000	750 000	650 000
KYC Specialist (3-5 years)	650 000	950 000	800 000
KYC Lead (5+ years)	850 000	1 200 000	1 000 000

EDD EXPERT

Position	Min	Max	Average
EDD Analyst (0-3 years)	550 000	800 000	700 000
EDD Specialist (3-5 years)	750 000	1 000 000	950 000
EDD Lead (5+ years)	1 000 000	1 300 000	1 200 000

AML EXPERT

Position	Min	Max	Average
AML Analyst (0-3 years)	550 000	800 000	700 000
AML Specialist (3-5 years)	750 000	1 150 000	950 000
AML Lead (5+ years)	1 000 000	1 300 000	1 200 000

COMPLIANCE

Position	Min	Max	Average
Junior Compliance Specialist (1-3 years)	550 000	800 000	700 000
Compliance Expert (3-5 years)	750 000	1 100 000	900 000
Compliance Manager	1 000 000	1 800 000	1 400 000
Chief Compliance Officer	2 100 000	3 600 000	2 700 000

LEGAL COUNSEL (LAW FIRM)

Position	Min	Max	Average
Junior Lawyer without BAR exam (0-3 years)	600 000	800 000	700 000
Junior Legal Counsel with BAR exam (3-5 years)	900 000	1 300 000	1 100 000
Senior Legal Counsel (5-10 years)	1 400 000	2 000 000	1 800 000
Legal Counsel Manager (10+ years)	2 500 000	3 600 000	2 800 000

LIFE SCIENCES



In 2023, employee retention, the implementation or redesign of benefits packages, and professional training became increasingly significant in the labour market, but particularly for companies in the life sciences sector. As the end of the year approached, employers could plan for 2024 by anticipating revised government obligations and a declining inflationary environment.

SECTOR TRENDS

AI and digitalisation are the magic words

Digital transformation and data analytics are rapidly growing trends in the life sciences. The role of big data in research and drug development is prominent. There is a growing demand for bioinformaticians, data analysts and artificial intelligence experts. Companies involved in this field or working with modern, innovative, cutting-edge medical devices are highly attractive to professionals. However, there are currently few such companies operating in Hungary.

Shortage of doctors - labour market cycles

The shortage of doctors and specialists remains a major problem, although salaries have been increased several times in recent years, and more doctors have returned to practice. Specialist practices remain vacant in many areas, and doctors

are particularly hard to find in the countryside. There are also questions about overcrowding, migration abroad or the rise of the private sector, where doctors prefer to work. When we need to fill a post, searching databases is rarely successful, but an established network of contacts, references, and direct access to candidates can help.

Work and expectations

The pandemic is in the past, but its effects are still being felt today. In positions where a full home office was possible, most job seekers now have similar expectations. Companies that can offer at least one or two home office days per week have been able to maintain their competitive edge and recruit the best people. Recognising the need for flexibility, the concept of regular working hours has also emerged among a growing number of employers.

POSITIONS

The **most sought-after positions** are pharmacist, quality assurance or control specialist, microbiologist and medical visitor.

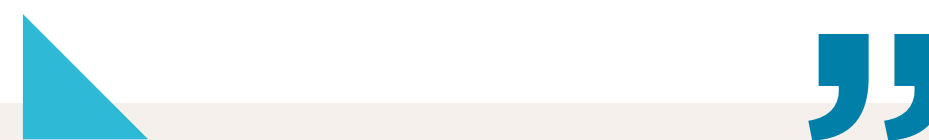
The **highest paying positions** are Marketing Business Unit Head, Medical Director, Medical Device Sales Director and Head of QA.

The **most available skills** in the life sciences are biologist, chemist, medical scientist and junior marketer.

The **least available (niche) skills** are the authorised person/responsible person, the electrical engineer with expertise in medical technology and the life scientist with experience in software development.

TOP 3 TRENDS IN 2024

1. As higher education courses are not yet necessarily able to keep up with technological developments in the sector, most of them are less practice-oriented, and the use of software for quality control, clinical research, etc. is not part of most curricula. That's why industry players are reluctant to hire fresh graduates for positions in pharmaceuticals, chemistry or biology. Unless there is a complex in-house training system for an induction period, which can last several months.
2. More and more employers are including private healthcare or health insurance in their benefits packages, which could lead to an appreciation of private healthcare services and providers. In a few years we may see an even bigger boom in this area, but the question is how much future legislation will help or hinder this.
3. To reduce or control costs, the use of private company cars for sales, KAM and medical visitor positions has been removed or limited in 2023 compared to the previous year.



The value of a well-established recruitment network is enhanced.



Norbert Zagyi
Team Leader
Life Sciences



LIFE SCIENCES - PHARMACEUTICAL SALARIES

Gross monthly salaries in HUF for full-time positions without bonuses and other benefits

SALES

Position	Min	Max	Average
Medical Representative OTC	650 000	850 000	750 000
Medical Representative RX - junior level (1-3 years)	600 000	850 000	800 000
Medical Representative RX - senior level (3+ years)	750 000	1 050 000	850 000
Key Account Manager (hospital business)	950 000	1 450 000	1 200 000
Area Sales Manager	1 100 000	1 500 000	1 350 000

MARKETING

Position	Min	Max	Average
Product Manager RX	1 200 000	1 650 000	1 450 000
Product Manager OTC	900 000	1 400 000	1 050 000
Digital Marketing Expert	1 000 000	1 400 000	1 100 000
Marketing Director	1 450 000	2 000 000	1 800 000
Business Unit Head	1 800 000	2 400 000	2 200 000

MEDICAL

Position	Min	Max	Average
Market Access Manager	1 200 000	1 800 000	1 550 000
Medical Science Liaison	1 000 000	1 350 000	1 150 000
Medical Advisor	1 300 000	1 650 000	1 500 000
Medical Director	1 500 000	2 300 000	1 950 000

REGULATORY AFFAIRS

Position	Min	Max	Average
Regulatory Affairs Specialist	550 000	900 000	700 000
Regulatory Affairs Team Lead	900 000	1 350 000	1 150 000
Director of Regulatory Affairs	1 100 000	1 700 000	1 400 000

PHARMACEUTICAL DRUG SAFETY

Position	Min	Max	Average
Case Processor	500 000	600 000	550 000
PV / Drug Safety Specialist (pharma company)	500 000	750 000	650 000
Drug Safety Manager / QPPV	900 000	1 450 000	1 250 000

QUALITY

Position	Min	Max	Average
Quality Control Analyst	500 000	650 000	600 000
QA Pharmacist	550 000	900 000	800 000
Responsible Person	700 000	1 300 000	1 000 000
Qualified Person	750 000	1 400 000	1 000 000
Head of QA	1 100 000	1 800 000	1 600 000
Head of Analytical Laboratory	1 100 000	1 550 000	1 400 000

LIFE SCIENCES - MEDICAL DEVICES

SALARIES

Gross monthly salaries in HUF for full-time positions without bonuses and other benefits

COMMERCIAL

Position	Min	Max	Average
Sales Representative - junior level (1-3 years)	650 000	750 000	700 000
Sales Representative - senior level (3+ years)	750 000	1 050 000	850 000
Key Account Manager	750 000	1 100 000	900 000
Sales Manager	1 200 000	1 700 000	1 400 000
Service Technician	650 000	850 000	750 000
Service Engineer	750 000	1 000 000	850 000
(Field) Application Specialist	650 000	900 000	750 000
International Distribution Manager	900 000	1 400 000	1 200 000
Product Manager	700 000	950 000	850 000

MANUFACTURING

Position	Min	Max	Average
Quality Engineer (1-3 years)	600 000	750 000	700 000
Quality Engineer (3+ years)	750 000	950 000	850 000
Quality System Engineer	750 000	950 000	850 000
Quality Manager	1 250 000	1 800 000	1 500 000
Clean Room / Microbiology Specialist	600 000	850 000	750 000

ANIMAL HEALTH

Position	Min	Max	Average
Sales Representative (PET)	600 000	1 100 000	850 000
Sales Representative (FARM)	700 000	1 200 000	900 000
Product Manager	800 000	1 200 000	1 000 000
Sales Manager	1 250 000	1 600 000	1 450 000



MARKETING



The marketing trends for 2023 were mostly driven by digital marketing, personalised experience-based marketing, sustainability, and AI. Professionals who understand all of these are in demand on the job market. Whether specialisation is necessary or whether the future belongs to polymaths depends on the business environment. In an SME, where often only one person handles the entire marketing function with the involvement of an agency, a marketing professional needs a holistic understanding of many topics. Experts in one area are more likely to be found in a multinational environment, where most functions are carried out in-house or outsourced to a small number of agencies.

INDUSTRY TRENDS

The continued rise of digital marketing

In 2023, the most dominant trend in the industry was the rise of digital marketing. Overall advertising expenses increased by 10%, with digital channels accounting for the bulk of this growth. Facebook and Instagram remain the two most popular social platforms, but TikTok and Snapchat are also gaining ground. Companies focusing on the B2C target market can no longer ignore the latter platforms. In the B2B segment, LinkedIn is the undisputed platform.

Personal experience and sustainability

Consumers increasingly value brands that offer them personalised content and service. Marketers are therefore increasingly using technologies such as artificial intelligence

and machine learning to build campaigns that are better tailored to consumers' needs. There is also a growing focus on communicating sustainability values as consumers are increasingly expecting brands to act responsibly when it comes to environmental issues. These approaches help brands stand out from the competition and play a major role in building consumer loyalty.

The role of AI in marketing

Among other things, AI is used in the sector to analyse customer data, automate marketing tasks and personalise marketing messages. It can be used to make marketing more efficient and effective. However, the question has been raised as to whether it is taking away the work of professionals. We now know that AI cannot replace the human factor, but it is essential that a marketing professional is able to use the possibilities offered by the multitude of tools now available.

POSITIONS

Currently, social media workers are the **most sought-after** and the **most accessible** in the sector. It is mainly junior colleagues within a company who are entrusted with this role. However, it is also important that the person responsible for social media is well acquainted with the world of advertising management.

Senior positions (marketing director, head of marketing) remain the **highest paid**, but the salary of a digital specialist is also outstanding (such as PPC, SEO).

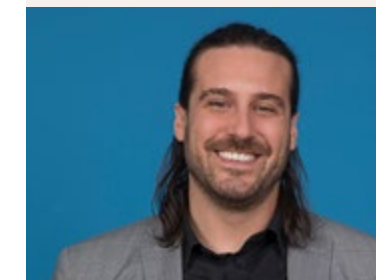
Marketing is a creative world, so those who choose this field usually want to express their creativity. This may be the reason why the **least available** professional in the market is a data analyst or market researcher.

TOP 3 TRENDS IN 2024

1. AI and machine learning are increasingly used to better understand target audiences, deliver more effective advertising and automate marketing tasks. Voice search and virtual assistants are also increasingly popular for automation, personalisation, analytics, content production and consumer understanding. These technologies will be a focus when planning campaigns.
2. Social media will remain an important marketing channel and essential to remain a credible professional in the market. B2B and B2C marketers need to be well versed in all platforms: which ones can be used to target Generation Z or Alpha, who are the ones that can still be found on Instagram, etc.
3. The future demand for labour is also likely to reflect the fact that marketing professionals who can use these new technological tools appropriately and effectively will have an advantage in the future. The importance of this knowledge will further increase in the coming year.



Marketing is one of the most rapidly changing industries. As consumer habits and needs constantly evolve, adaptability will always be vital in this field.



Krisztián Moldován
Senior Team Leader
Sales & Marketing & HR,
Procurement and Supply Chain



MARKETING SALARIES

Gross monthly salaries in HUF for full-time positions without bonuses and other benefits

MARKETING

Position	Min	Max	Average
Marketing Director/ PR Director	1 900 000	3 200 000	2 200 000
Marketing Manager	1 050 000	1 900 000	1 500 000
E-commerce Manager	1 000 000	2 200 000	1 600 000
Communication Manager	790 000	1 550 000	1 100 000
Online Marketing Manager	790 000	1 150 000	950 000
Trade Marketing Manager	820 000	1 400 000	1 000 000
Brand Manager	680 000	1 300 000	940 000
Product Manager	800 000	1 700 000	1 000 000
E-Commerce Specialist	690 000	1 200 000	1 000 000
PPC/SEO/SEA Manager	580 000	1 100 000	900 000
Web Content Manager	580 000	1 000 000	790 000
Social Media Manager	750 000	1 100 000	880 000
Market Research Analyst	580 000	880 000	725 000
Online Marketing Specialist	580 000	1 050 000	825 000
Trade Marketing Specialist	580 000	1 100 000	825 000
Brand Specialist	630 000	1 050 000	755 000
Product Specialist	630 000	1 000 000	750 000
Marketing Coordinator	580 000	920 000	750 000
Marketing Assistant	480 000	690 000	600 000





The economy continued to experience recession, resulting in a sharp decline in real GDP growth from 4.6% in 2022, to 0.5% in the first half of 2023. Coupled with rising prices, stringent financing conditions, and fiscal consolidation, consumer spending has been significantly curtailed, leading to potential implications for trade flows. Furthermore, wages in the industry have failed to keep up with inflation, leading to underpaid workers who see little potential for long-term growth in the retail sector. As a result, workers continue to demand higher compensation, year after year, putting pressure on employers to meet their expectations.

INDUSTRY TRENDS

More employees, unchanged turnover

The retail sector saw an increase in the number of workers in 2023 compared to the previous year. However, industry trends remain unchanged. High turnover is expected to remain high, and mobility and constant rotation continue to play an important role among employees. It is crucial for companies to focus on retaining and developing their talent, as well as implementing motivational factors that reduce turnover and increase workforce loyalty.

Preference for a higher fixed basic salary over bonuses

Since the pandemic, job security and work-life balance have become increasingly important for employees in the retail sector. In light of the economic slowdown in 2023, employers who offer higher fixed base salaries are preferred over those who offer higher bonus. The entry-level gross basic salary reached 350 000 HUF in 2023. However, with bonuses offered by employers, a gross income up to 450 000 HUF was also available in the market.

English language is a must

English language skills remain critical in the sector, despite the fact that retention is a particular challenge and employees are increasingly demanding. Employers have relaxed their requirements for qualifications, but language skills are still necessary.

POSITIONS

The **most sought-after roles** in the retail industry are shop assistants and shop managers, as these positions have been most affected by the economic slowdown. The decline in standards and low wages are indicative of an increasingly saturated market.

The gross salary of shop assistants averages at 450 000 HUF, while the **highest-paid** shop managers can earn over 650 000 HUF.

In-store sales positions are the **most readily available** and accessible entry-level positions due to their high turnover rate. There are often vacancies for these positions.

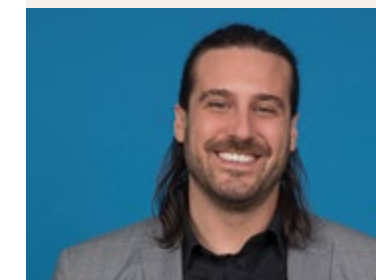
The **least available positions** are senior level store managers. Many junior or mid-level shop managers with a few years of experience leave the industry and switch to office work. This makes it difficult to find store managers who are more experienced and who will choose the world of retail as they get older.

TOP 3 TRENDS IN 2024

1. Due to inflation, wages in the industry may continue to increase. This can lead to an improved living standard for employees, making it increasingly important for them to maintain the real value of their salaries.
2. The labour market is increasingly focused on job security. Employees are looking for jobs where employment is stable, where they are not threatened by unexpected dismissal or other uncertainty. Consequently, companies that can provide such stability to their employees can gain a competitive advantage.
3. The change in the ratio of base salary to bonuses results in interesting dynamics. Candidates may be more likely to accept job offers with a higher base salary, even if the bonuses are smaller. This shift is linked to the need for stability among employees, as the base salary provides a reliable source of income, while bonuses are contingent on performance.



In 2024, the economy decline continue therefore the laborforce will be driven not only by salaries but also by stability. Companies need to focus on retaining their talent by offering a competitive base salary and managing turnover.



Krisztián Moldován
Senior Team Leader
Sales & Marketing & HR,
Procurement and Supply Chain



RETAIL SALARIES

Gross monthly salaries in HUF for full-time positions without bonuses and other benefits

RETAIL – NON-FASHION AND FASHION RETAIL

Position	Min	Max	Average
Country Manager	1 200 000	2 000 000	1 600 000
Area Manager	1 000 000	1 850 000	1 425 000
District Manager	700 000	1 100 000	900 000
Store Manager	600 000	750 000	675 000
Assistant Store Manager	450 000	650 000	550 000
Department Manager	420 000	650 000	535 000
Sales Assistant	350 000	450 000	400 000

LUXURY FASHION RETAIL

Position	Min	Max	Average
Area/District Manager	1 850 000	3 650 000	2 750 000
Store Manager	950 000	1 600 000	1 275 000
Assistant Store Manager	620 000	1 100 000	860 000
Sales Associate	420 000	700 000	560 000



SALES



In the last few years, sales have generally declined, but now business has picked up again. Face-to-face meetings are becoming more common, as are consultative sales with end-to-end processes. In most places, the rise in inflation is being matched by the salaries of salespeople, as they bring in the business and the profits. Companies know they can't lose their top talent because it will take a lot of money and time to train a successful replacement. There are many applicants for managerial positions, as everyone wants to progress on their career path. As a result, candidates are much more open to a change of industry.

INDUSTRY TRENDS

Many non-technical candidates

There are plenty of candidates for non-industry-specific jobs. Many young people are choosing a commercial degree, so companies can be selective for junior positions. These candidates do not have a deep knowledge of the products and services they sell, relying instead on charisma, persuasion, and networking skills. While these are all necessary, a lack of technical knowledge is a challenge. That's why the key to the best sales teams is having advocates to provide the technical expertise. Support teams bridge the gap and allow salespeople to focus on what they do best: closing the deal.

Fuel and convenience

With fuel prices on the rise, a company car with a fuel card is now an expectation for salespeople. If it's not included in the package, it's calculated into the base salary of applicants, leaving them and

their companies worse off. A model that includes working from home is similarly still expected, but there is also a growing demand for meeting colleagues. If more travel is required, the home office is less of an issue, as the salesperson is mainly at the client's premises. If the need to travel is lower, salespeople are not open to spending 4-5 days in the office, as they can also make calls from home. This is also a trust issue for the companies, but with the help of revenue and KPIs, employers can quickly identify when an employee is not doing their job properly.

Engineering sector over IT

The IT sector is gradually taking a back seat. Rapid technological changes have led to a saturation of software solutions, so the IT industry needs to reinvent itself to regain its prominence. Technological improvements are increasing efficiency, but the principles remain the same. Engineering, on the other hand, remains steadfast and its success lies in its commitment to tangible results. Engineering is the backbone of infrastructure, manufacturing and transport. Within engineering, the HVAC (heating, ventilation and air conditioning) and energy sectors are thriving. Demand for sustainable solutions is growing, with smart grids, renewable energy and efficient HVAC systems becoming popular.

POSITIONS

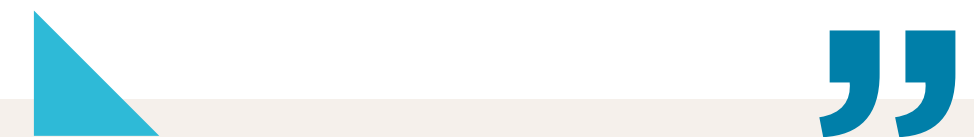
Sales Managers and Key Account Managers are the **most sought after**. These positions offer stability, a step up from field representative positions, and a higher base salary. In manufacturing, there is a high demand for professional engineer salespeople, but they often cannot afford the right skills. Growth is most noticeable in the energy and building services industry, where wages are starting to follow the market.

The **highest paying** positions, like last year, are sales director and head of sales, with the highest percentage increase compared to last year. This trend is expected to continue to grow, as building and leading an outstanding sales team is essential for a successful company.

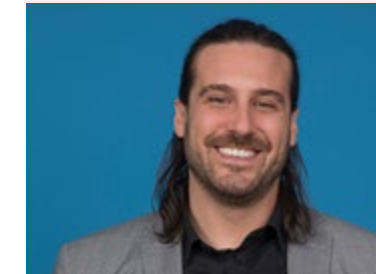
The most common degree is in sales and marketing, so these are the **most available** skills currently, but for many technical sales positions they may not be sufficient without background support. However, candidates with a degree in energy and mechanical engineering can find themselves a sales job very quickly if they are open to it, as this is the **least available** skill currently.

TOP 3 TRENDS IN 2024

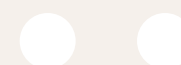
1. The huge growth in the IT sector has now come to a halt, with a focus on reducing consumption of energy, gas and other raw materials.
2. Convenience remains a focus in the vendor segment. The importance of home office and company car plus gas card remains high. In many cases those who get a company car can be more flexible in their base salary.
3. AI is already helping salespeople in many ways, but only at a basic level. Market research still requires the expertise and manual search of the salesperson, it can only help with copywriting and finding clients.



The salesperson sells the product, not the company. AI can help you write a marketing pitch, but you can't make a living just from inbound leads. You can automate and standardise processes and offers, but an offer tailored to the individual and the needs of the customer will always lead to a higher success rate. You need a good specialist to assess this.



Krisztián Moldován
Senior Team Leader
Sales & Marketing & HR,
Procurement and Supply Chain



SALES SALARIES

Gross monthly salaries in HUF for full-time positions without bonuses and other benefits

HOSPITALITY SALES

Position	Min	Max	Average
Sales Assistant	340 000	490 000	415 000
Sales Coordinator	400 000	545 000	470 000
Sales Executive	500 000	835 000	690 000
Sales Manager	685 000	1 650 000	910 000
Sales Director	1 000 000	2 000 000	1 450 000

SALES SUPPORT - IT

Position	Min	Max	Average
Product Support Specialist	577 500	950 000	770 000
Sales Support Engineer	577 500	950 000	770 000
Pre-Sales Specialist	577 500	950 000	770 000
Pre-Sales Engineer	865 000	2 000 000	1 200 000

DIRECT SALES - IT

Position	Min	Max	Average
Sales Representative	630 000	1 100 000	825 000
Sales Engineer	680 000	1 450 000	910 000
Key Account Manager	630 000	1 500 000	850 000
Business Development Manager	945 000	1 500 000	1 075 000
Channel Sales Manager	860 000	1 500 000	1 050 000
Sales Manager	1 150 000	2 300 000	1 650 000
Sales Director	1 575 000	2 650 000	2 000 000
Regional Sales Manager	1 700 000	2 900 000	2 200 000

SALES SUPPORT - TECHNICAL

Position	Min	Max	Average
Sales Assistant	500 000	745 000	600 000
Sales Support Engineer	500 000	900 000	715 000
Pre-Sales Engineer	525 000	1 050 000	825 000

DIRECT SALES - TECHNICAL

Position	Min	Max	Average
Sales Representative	575 000	1 150 000	830 000
Sales Engineer	630 000	1 610 000	1 000 000
Key Account Manager	575 000	1 650 000	900 000
Business Development Manager	790 000	1 610 000	1 200 000
Sales Manager	1 050 000	1 725 000	1 550 000
Sales Director	1 400 000	2 300 000	1 750 000
Regional Sales Manager	1 680 000	2 500 000	2 250 000

SALES SALARIES

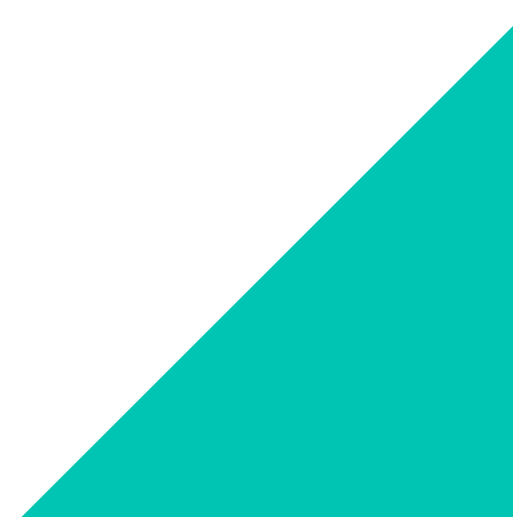
Gross monthly salaries in HUF for full-time positions without bonuses and other benefits

NON-TECHNICAL SALES SUPPORT - FMCG, CONSUMER ELECTRONICS, ENTERTAINMENT, MEDIA

Position	Min	Max	Average
Key Account/Sales Assistant	445 000	632 500	550 000
Sales Coordinator	475 000	690 000	580 000
Sales Analyst	447 500	750 000	600 000
Sales Support Specialist	475 000	695 000	578 000
Sales Support Manager	580 000	1 035 000	825 000

NON-TECHNICAL DIRECT SALES - FMCG, CONSUMER ELECTRONICS, ENTERTAINMENT, MEDIA

Position	Min	Max	Average
Sales Representative	450 000	635 000	525 000
Area Manager	525 000	950 000	745 000
Field Sales Manager	845 000	1 400 000	1 045 000
Junior Key Account Manager	550 000	750 000	615 000
Key Account Manager	680 000	1 035 000	880 000
Senior Key Account Manager	895 000	1 320 000	1 050 000
National Account Manager	1 050 000	1 725 000	1 320 000
Sales Manager	1 050 000	1 725 000	1 330 000
Sales Director	1 260 000	2 500 000	1 775 000
Regional Sales Director	1 675 000	2 900 000	2 000 000
Junior Export Key Account Manager	530 000	895 000	745 000
Export Key Account Manager	735 000	1 175 000	880 000
Senior Export Key Account Manager	995 000	1 500 000	1 210 000
Export Sales Manager	1 150 000	1 725 000	1 375 000
Export Sales Director	1 475 000	2 875 000	2 000 000



SUPPLY CHAIN & PROCUREMENT



In 2023, the logistics segment expanded and grew, but at a slower rate than in the previous year. Planning functions within the supply chain have been brought to Hungary and this trend will continue in 2024. Greenfield and brownfield investments have been typical this year in the major industrial regions, where there is also a need for experience. Labour shortages have increased, and in parallel, price sensitivity on both the client and contractor side has become a key issue in a high inflation environment.

INDUSTRY TRENDS

Supply competition and stabilising raw material shortages

Competition between companies for goods and raw materials for production has increased. Organisations are looking for professionals in more strategic roles who can source the best quality goods at the lowest cost. As a result, the number of available senior strategic buyers who are open to change has decreased, and this number is expected to decline due to the awaited expansions in 2024. Many manufacturing companies also face shortages of raw materials from time to time, but this seems to be stabilising. White collar colleagues in the supply chain are heavily supporting the sourcing of inventory for manufacturing. This trend is expected to continue, with additional design functions being brought to Hungary. We have seen an upsurge of resourceful, analytical and foreign language fluent professionals who, with their creative thinking, are a huge asset to their prospective companies in case of raw material shortages.

Manufacturing sector mothership

The manufacturing sector turned onto the straight with the pedal to the metal in the post-pandemic period – and this is perhaps where the situation was at its most unfavourable. Today, we see a slower but steadier evolution becoming dominant in this industry. Large-scale greenfield investments have been launched in several regions, and in many cases existing manufacturing companies are bringing in production from abroad, expanding their workforce, and improving domestic technology and skills.

System developments

Modernising corporate management systems has become a pressing issue for companies. Many consultant type and perspective positions have appeared on the market that require logistical knowledge and technical affinity to manage, create and develop processes at a system level. This has created new, open, hybrid positions to address the latest issues in logistics. In this area, Industry 4.0 developments are becoming increasingly important.

POSITIONS

As in previous years, the **most sought-after** are professionals in the field of procurement. Partners will continue to rely on competing professionals in the strategic area.

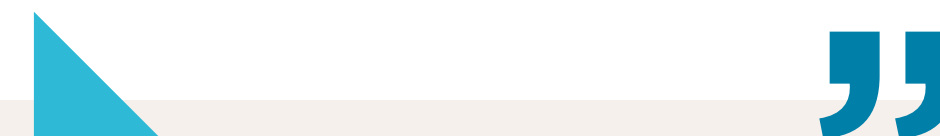
Also unchanged, **the highest paying** jobs are still in procurement. Jobs in logistics systems development and consultancy have moved up to second place, followed by operational procurement and logistics and supply chain jobs.

At junior level, logistics coordinators and specialists who speak one or more foreign languages are the **most available**, and in operative purchasing there is massive number of candidates as well. We see the same trend happening in 2024.

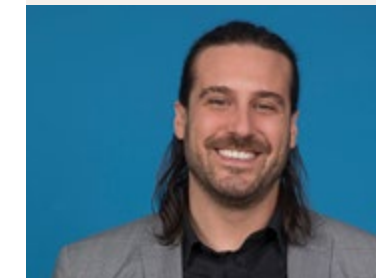
Systems engineering had the **least available** colleagues, and as modernisation seems to be more important in 2024, we expect a shortage of candidates here too. We expect a decline in junior supply, with supply management courses providing fewer fresh graduates.

TOP 3 TREND 2024-BEN

1. The market will become increasingly sensitive to salary requirements and the efficiency and speed of the interview process.
2. Competition between companies for candidates will become increasingly fierce, and candidates will in most cases have a choice between several applications.
3. Labour shortages will continue to increase due to further investment and development and the arrival of strategic functions in Hungary.



Logistics in Hungary has taken creativity and the need for innovation in the face of challenges to unprecedented heights.



Krisztián Moldován
Senior Team Leader
Sales & Marketing & HR,
Procurement and Supply Chain



SUPPLY CHAIN & PROCUREMENT SALARIES

Gross monthly salaries in HUF for full-time positions without bonuses and other benefits

PROCUREMENT

Position	Min	Max	Average
Operational Buyer	525 000	800 000	680 000
Technical/Project Buyer	575 000	900 000	770 000
Indirect Buyer	650 000	1 150 000	880 000
Indirect Strategic Buyer	720 000	1 400 000	1 100 000
Strategic Buyer	750 000	1 400 000	1 200 000
Commodity/Category Manager	950 000	1 600 000	1 400 000
Purchasing Team Leader	900 000	1 700 000	1 400 000
Purchasing Manager	1 000 000	2 600 000	1 850 000
Regional Purchasing Director	1 500 000	3 100 000	2 100 000
Global Purchasing Director	1 500 000	3 500 000	2 400 000

SUPPLY CHAIN & LOGISTICS

Position	Min	Max	Average
Customs Broker	500 000	680 000	620 000
Freight Forwarder	500 000	700 000	600 000
Transportation Designer/Analyst	750 000	1 100 000	920 000
Logistics Specialist/Coordinator	500 000	750 000	650 000
Logistics Engineer	750 000	1 100 000	900 000
Logistics Team Leader	800 000	1 250 000	1 000 000
Warehouse Administrator	380 000	550 000	420 000
Warehouse Shift Leader	600 000	750 000	650 000
Warehouse Process Specialist	680 000	950 000	750 000
Production Planner	650 000	950 000	825 000
Demand Planner	650 000	950 000	825 000
Material Planner	650 000	950 000	825 000
Supply Planner	650 000	950 000	825 000
Supply Chain Planner	650 000	950 000	825 000
Logistics Customer Service Representative	650 000	850 000	725 000
Customer Planner	650 000	950 000	825 000
Customs Manager	1 000 000	1 250 000	1 100 000
Warehouse Manager	800 000	1 400 000	1 050 000
Freight Forwarding Team Leader	800 000	1 250 000	1 000 000
Transportation Manager	900 000	1 350 000	1 100 000
Material Planning Manager	900 000	1 650 000	1 350 000
Production Planner Manager	900 000	1 650 000	1 350 000
Demand Planning Manager	900 000	1 650 000	1 350 000
Customer Service Manager	900 000	1 650 000	1 350 000
Logistics Manager	1 250 000	2 000 000	1 650 000
Supply Chain Manager	1 350 000	3 500 000	2 300 000



TEMPORARY STAFFING



Many companies are experiencing recruitment freezes and cost-cutting measures in the current economic climate. Managers are frequently confronted with the possibility of being unable to expand or replace staff in the current financial year.

An increasing number of our partners are exploring alternative solutions, such as temporary staffing. If a team is unable to recruit new staff internally but requires a new member, they can often expand by hiring temporary workers. Moreover, lifting the hiring freeze allows these colleagues to join the company.

Temporary employment is an attractive option for companies setting up a new office in Hungary, as it allows them to recruit until they have a full support team in place, even in the absence of an HR team.

When should you choose temporary staffing?

Employers often choose to employ outsourced workers to gain resources temporarily or for a given project. The most common reasons for this employment form include hiring freeze, high fluctuation, or increased workload.

The need for additional resources often arises towards the end of the financial year, during peak periods in the retail business, or for major projects such as the implementation of a new system or the relocation of an office. Our partners are increasingly concerned about the mental health and work-life balance of their employees, and therefore, they avoid putting them through weeks or even months of increased workload. Temporary employment can be a great solution in these situations.

Agency as a strategic partner

Hays is a strategic partner for companies. We build long-term partnerships and support employers in building future-proof HR strategies. With tailored recruitment solutions and HR consultancy we can optimise processes and manage hiring end-to-end. We also take charge of payroll and all employment-related administration so that you could concentrate your resources on achieving your business goals.

We find you the best skilled and qualified experts, even in times when you face challenges.



Want to know more about Hays temporary employment?
Contact Zsófia Szabó, Team Manager at
zsofia.szabo@hays.hu



Szabó Zsófia
Team Manager
Temporary Staffing

Try&Hire

Assess whether a specialist is a right fit for your role and your team before employing them in the long run.

Headcount limitations

A hiring freeze cannot stop business delivery. With temporary workers, you can get the necessary resources to stay on track.

Cost-efficiency

Keep your costs low by employing temporary workers and pay only for actual time worked.

Backfills & replacements

Solve unexpected or prolonged employee absences.

Top talent

Hays has an extensive talent pool. Meet the most relevant experts ready to take up a temporary assignment.

Hassle-free payroll

Hays takes charge of payroll for temporary workers and all employment-related admin tasks.



RECRUITMENT PROCESS OUTSOURCING (RPO)



In 2023, market trends continued to fluctuate, following the rollercoaster ride of recent years. Although many companies launched previously held-back investments and expansions, the particularly high inflation and the geopolitical situation in Central and Eastern Europe dampened investor appetite in the country. This affected greenfield investments more, while brownfield investments of companies already active in Hungary continued.

The demand for professionals in the global tech labour market has decreased dramatically compared to the previous year. However, this trend is expected to change as interest in IT hubs, skills hubs, or financial services centres is reviving.

Our partners have extended their cooperation on several occasions due to this hectic pace. Our RPO service's rapid scalability has proven to be a flexible solution for managing recruitment volumes that fluctuate significantly within a year. In some cases, tracking these fluctuations was deemed 'business critical' and would have been impossible without expanding the internal recruitment team or seeking agency support.

How does it work?

RPO is still identified by many as the temporary hire of a recruitment consultant. However, it is much more than that. Our partners receive a comprehensive and personalised solution. We support them with expert advice, process management, and active database access.

Our dedicated recruitment consultants work as an integral part of your HR team, spending 100% of their time on your project and interviewing candidates on your behalf.

In case of large-scale recruitment, it is important to develop the right recruitment journey, placing the candidate experience at the centre of every communication touchpoint.

If needed our service also includes building your employer brand and a personalised action plan for targeted marketing activities to reach the right professionals with the right messages. We measure success at every step of the recruitment process and identify areas for optimisation to ensure the best results.

What makes it unique?

What sets our RPO service apart from others is our extensive experience and global reach combined with local expertise to target relevant candidates in a competent way. Our service offers an expert team, a proven recruitment methodology, and the technology to power your success. Besides recruiting, we give advice regarding processes, salary levels, and market conditions to both your HR team and hiring managers, so that you can build an up-to-date and competitive HR strategy.

Our RPO projects can vary in duration, from three months to five years, and we typically serve industries where finding candidates is challenging, such as business services, technology, construction, engineering, and more.

We provide you with a team of industry experts, a proven recruitment-selection methodology and the technology to make your project a success.

For more information about RPO services, contact Tibor Katona, Executive Director CEE – Strategic Accounts at tkatona@hays.hu



Tibor Katona
Commercial Director



HR CONSULTANCY SERVICES



Salary Benchmarking

How much have salaries increased over the last year? Why can't I recruit new candidates from the market?

These were the most common questions asked by our partners last year. The problem is not unique, it affects everyone. As a result of inflation, salaries increased in all companies and in all sectors, but not necessarily to the same extent.

Finding accurate answers to these questions can be challenging, as it relies on market information. Reliable sources of salary information are limited, making it difficult for employers to get an accurate understanding of the current market rates.

Our salary benchmarking service provides our partners with up-to-date and easy-to-understand salary information. We prepare a unique report by analysing the expectations and responsibilities of the positions in your organisation, giving you a realistic and current view of the market.

Why choose Hays?

With the help of our salary benchmarking, you can compare with your competitors with a high degree of accuracy. The report can provide a general overview of the market or a more detailed and

in-depth analysis of the sector. The salaries analysed can be narrowed down to sector, location, size of the organisation, or other specific factors.

Similar services on the market typically only provide access to databases, which do not necessarily contain up-to-date data. It is also often difficult to interpret what a particular job title means in other organisations, causing only headaches and confusion.

Hays provides the opportunity for consultation even after the analysis has been completed. We help in the interpretation of the salary benchmarking report, and we turn the data into actionable information to help you build a comprehensive and contemporary HR strategy.

Outplacement

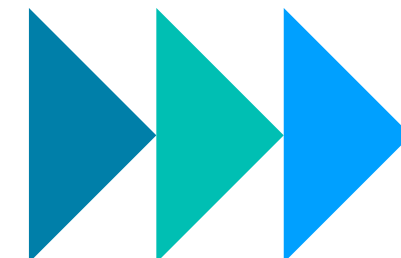
When planning the HR strategy, it's important to consider the ongoing market and economic situation. Certain sectors are facing additional pressure due to salary increases caused by inflation. Your last solution is to let employees go – but unfortunately – it's unavoidable in certain situations. Help them plan their next move and build on your image as a forward-thinking and caring employer.

Downsizing does not necessarily mean the termination of the employment relationship. You can take care of your employees' careers even if you can no longer employ them.

Hays supports released workers with a 1, 3, or 6-month care programme to make their return to the recruitment market as smooth as possible. As part of the programme, we organise individual or group meetings for the candidates, both online and in person.

In these sessions, the employees are given a comprehensive overview of the latest market trends. We advise them on how to find a job in the current market conditions, while preparing them with the most effective ways of finding and applying for a job. We also review their CVs and help to update them in line with current trends. The sessions end with a trial interview.

As a recruitment organisation, we have the advantage of being able to offer current job opportunities to many job seekers. Employees participating in outplacement can apply for a job immediately at the end of the programme, taking advantage of the knowledge they have gained. If they do not find an interesting opportunity straight away, a Hays consultant will keep in regular contact with offers for the latest open positions.



HR CONSULTANCY SERVICES

Assessment and Development Centre

Organisations are looking for candidates with more specialised knowledge. This focus can result in wider competencies and skills required for the role not being assessed correctly. If the person selected cannot fulfil expectations, restarting the recruitment process from the beginning is a serious loss of time and money for any organisation. Our Assessment and Development Centre services use tests, questionnaires and psychometric tools to help you better evaluate the skills of your candidates.

In the Assessment Centre (AC), we examine the competencies identified by our partner using personalised tasks. The AC can be individual or group based. During individual AC sessions, candidates also participate in group tasks, but the role of other candidates is taken over by a Hays consultant, so the observation is entirely focused on the candidate in question.

For even more accurate results, we can support the tasks with tests and questionnaires adopted by various international standards. The tasks are fully customised so that candidates can be assessed in real-life situations.

This service primarily supports the selection of senior managers but can also be easily adapted to other business areas and positions.

Recruitment Marketing

Strategic employer brand building has never been more important. With many candidates receiving multiple offers, your employer brand is a significant factor in their decision-making process. Their decision is influenced by a complex set of criteria beyond the benefits package on offer, making the perception of your organisation on the recruitment marketplace a key factor.

A well-established company can already have an advantage in attracting candidates on the labour market. However, when starting a large or new project, additional recruitment efforts may be necessary.

Hays recruitment marketing services can help to ensure the success of such high-profile projects. It offers the opportunity to develop a personalised campaign, that not only helps with recruitment, but can also significantly enhance your employer brand.

Our campaigns are customised to meet recruitment targets using a variety of tools and platforms, such as our large social media following, talent-rich databases, and other even more targeted digital solutions. Our primary focus is to effectively communicate your core values and promote key positions to relevant candidates. To reach the next generation of talent, we also support on campus recruitment through presentations and job fairs, enabling you to quickly connect with prospective employees by presenting your values. Our recruitment marketing service is available to partners who are experiencing significant hiring challenges and wish to deliberately develop their employer brand while achieving rapid and efficient recruitment.

For more information about Hays services, contact Ferenc Erős, HR Consultancy Manager at eros@hays.hu



Ferenc Erős
HR Consultancy Manager

ABOUT US



Hays Hungary

With over 17 years of experience in the Hungarian market, we are proud to have grown into the leading specialist recruitment companies in Hungary. Hays Hungary is part of the Hays Plc, the world's number one company recruiting qualified, skilled professionals.

How we can help you

We're supporting thousands of companies with tailor-made recruitment services on permanent, temporary and contracting basis along with Recruitment Process Outsourcing (RPO), across more than ten different specialisms. Furthermore, our consulting and HR services enable companies to build a future proof talent attraction strategy.

17
years of experience

14
specialisms

150+
consultants in Hungary

1 330
candidates placed into
permanent roles in 2023

224
candidates placed into
temporary roles in 2023

44
IT contractors placed in 2023



For more information about Hays services, contact Tibor Katona, Commercial Director at tkatona@hays.hu

For further insights to salaries and recruitment trends, contact us at hungary@hays.hu


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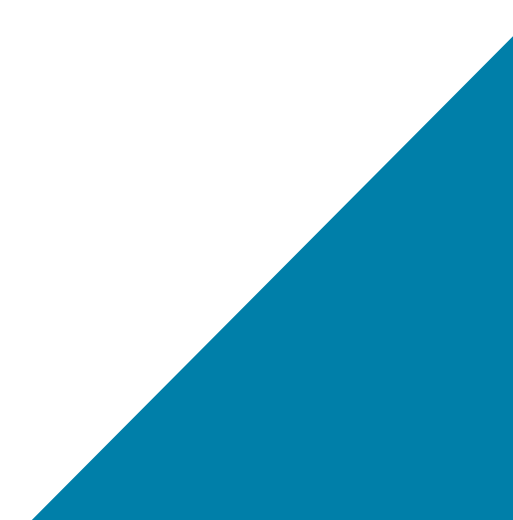
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For further information on how our core employer services can help support your recruitment strategy, visit hays.hu

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