

HR salary guide and market report The Netherlands

2024

Contents

Foreword	3
Data sample	4
Survey results	7
Salary benchmarking	13
About Frazer Jones	16
Key contacts	17

Foreword

The HR job market has certainly started to restabilise in 2024.

It will come as no surprise to many of you that some companies approached hiring with caution at the start of 2024. However, this has picked up and we've seen the operational and mid-level market have a particularly active recruitment period. At the same time, recruitment in specialist areas such as reward and payroll has been busy and competitive, driven by a shortage of good candidates.

Our survey indicates that more than **30%** of HR professionals in the Netherlands changed roles in the last 12 months, which is significantly higher than the **13%** that have moved globally. Our data also tells us that nearly **two thirds** of HR professionals are considering moving roles in the next year, so we're expecting the HR recruitment market to get increasingly busy in the upcoming quarters.

At Frazer Jones, we've been strengthening our ability to service clients and candidates throughout the Netherlands. From our office in Amsterdam, we cover HR executive search and recruitment at all levels across Benelux.

Thank you to everyone who participated in the survey. Your answers helped us write what I hope you find a useful and insightful look into the HR recruitment market in the Netherlands. Thank you also to the fantastic network of clients and candidates who continue to work with us to build their teams and develop their careers.



33%

of HR professionals in the Netherlands changed roles in the last 12 months



13%

global attrition rate of HR professionals



60%

of HR professionals are considering moving roles in the next year in the Netherlands



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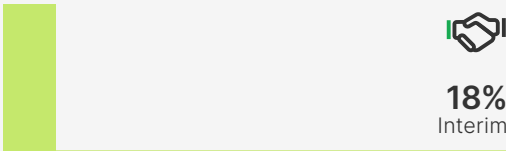
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I Data sample

Data sample

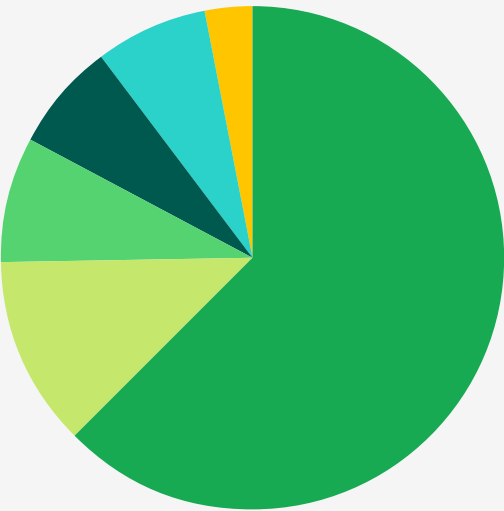
We surveyed HR professionals across the Netherlands to get a comprehensive view of the market.
Thank you to everyone who participated.

What best describes your employment status?

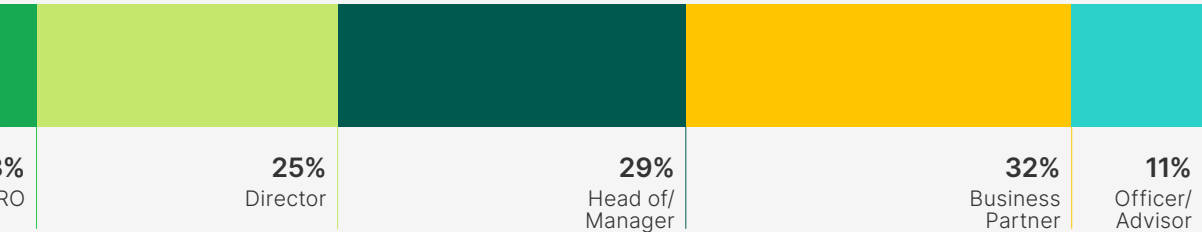


What best describes your specialism?

- Generalist HR | 63%
- Reward/compensation and benefits | 12%
- Payroll | 8%
- Learning and development | 7%
- Talent aquisition | 7%
- Other | 3%



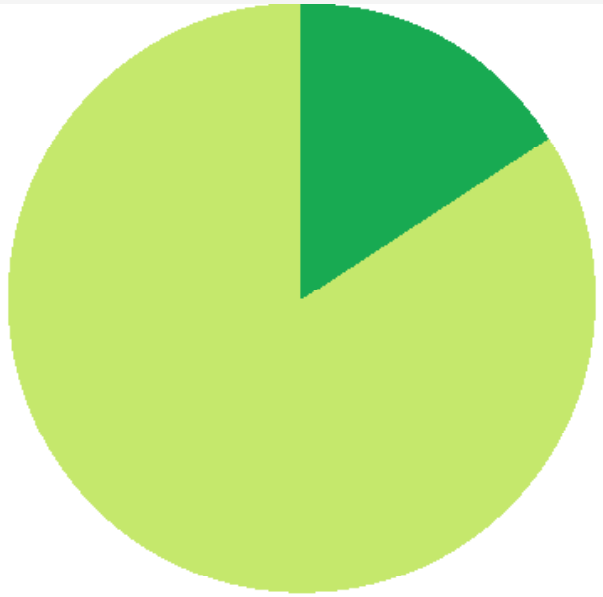
What best describes your job level?





What industry do you currently work in?

- Financial services and professional services | 16%
- Commerce and industry | 84%



| Survey results

Remuneration

Salaries have stabilised since the post-pandemic boom.

Most respondents (52%), noted that their salary has increased between 1-5% over the past 12 months. From our experience, this is in line with a regular annual salary review pre-pandemic. Approximately 40% of respondents received a pay raise of more than 5%.

Largely, this is due to respondents securing roles at new employers. Interestingly, we've seen salaries in professional services increase less than in other industries.



52%

noted that their salary has increased between 1-5% over the past 12 months

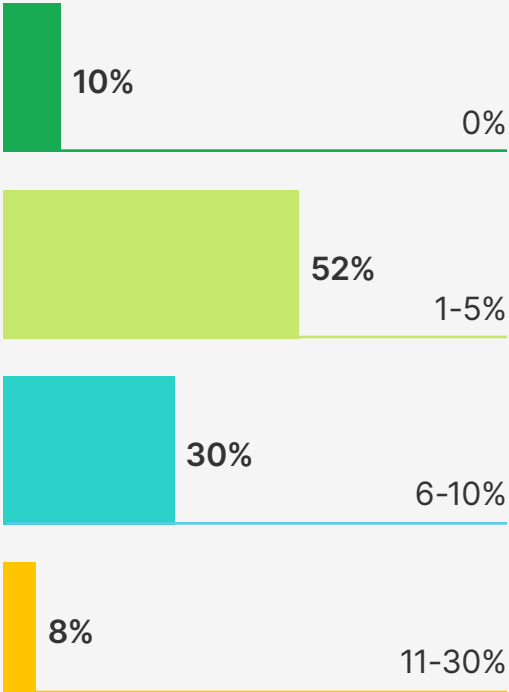


38%

of respondents received a pay raise of more than 5%



By how much has your salary increased in the last 12 months?



Market movement

Most people would think the market has been slow, but our data shows a lot of movement in the past year, with more than **30%** of respondents saying that they have moved roles in the last 12 months.

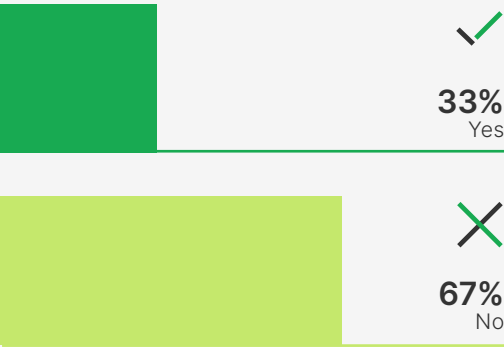
Although, it's worth noting that this figure has been inflated by talent acquisition professionals moving employers involuntarily. Our data also indicates that this number is likely to increase, with **60%** of respondents considering a move over the coming 12 months.

When looking at the reason HR professionals would choose to move roles, the clear majority (**70%**) of respondents would do so for career development.

Considering over half (**54%**) of respondents feel that there isn't adequate career progression within their firm, it's no surprise that the number of people thinking of moving roles is so high.

With career development being one of the key drivers, there is a big role to play for HR and talent teams over the coming period. The ability to incorporate talent strategies into your HR operations will be a clear differentiator for companies.

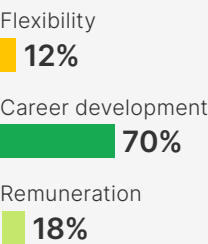
Have you moved roles in the last 12 months?



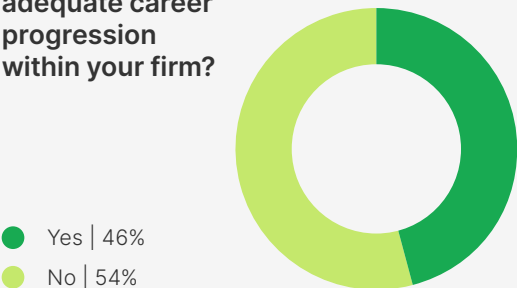
Are you considering a move in the next 12 months?



What would be your biggest driver for taking a new role?



Do you feel there's adequate career progression within your firm?



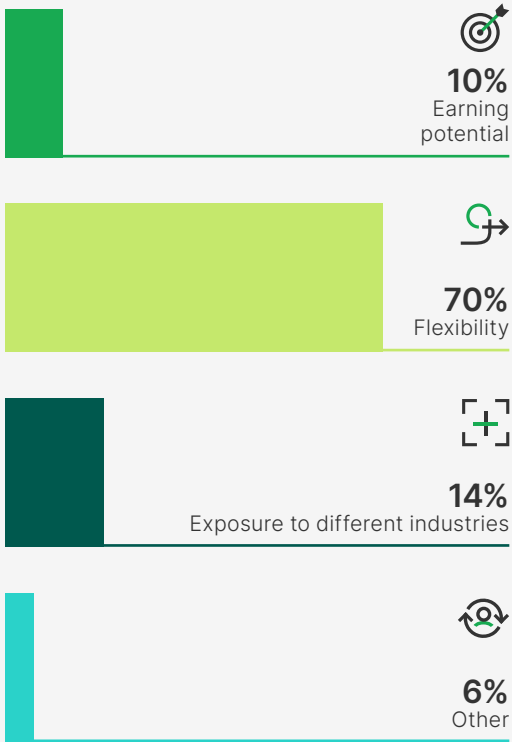
Interim

Unsurprisingly, the huge majority (70%) of interims chose to work as an interim primarily for the flexibility.

Of course, being an interim also offers the opportunity to gain experience in different industries, which was the primary reason for 14% of respondents for choosing this career path. Data later in this survey indicates that teams are understaffed in many specialist areas, but do not have plans to take on permanent headcount.

Considering this, an interim HR professional offers an excellent solution to cover projects, plug gaps in institutional knowledge or simply help during busy periods.

Why do you work on an interim basis?



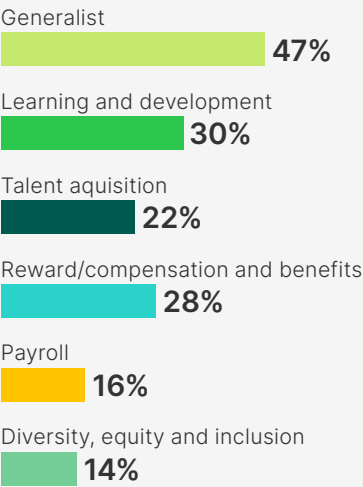
Resources and challenges to recruitment

We asked heads of department about resource and recruitment.

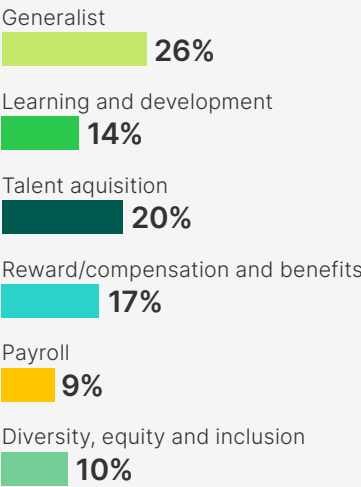
It’s interesting to see that 44% of these managers indicated that they do not expect to hire into their respective teams over the coming 12 months. When you compare this against the 60% of respondents considering a move over the coming 12 months, it’s clear that there is a disconnect between leadership and the threat of the current market dynamics.

Equally, with over half of these respondents indicating they are understaffed in one of the specialist areas, we can see that headcount and budget are being squeezed which is preventing recruitment. This leads to a continuing challenge for companies to create an environment where people can grow and develop.

Where are you under resourced?



Where are you considering hiring into your team in the next 12 months?



44%

of managers indicated that they do not expect to hire into their respective teams over the coming 12 months



60%

of respondents are considering a move over the coming 12 months

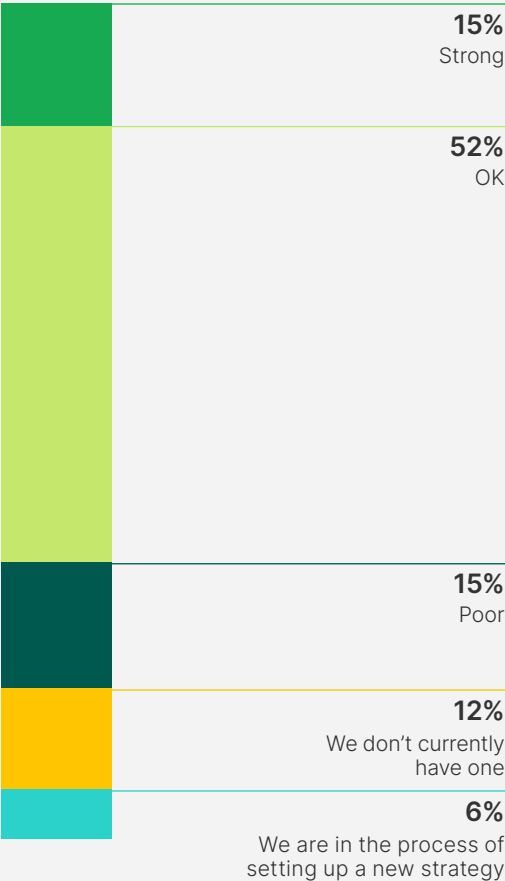
Wellbeing and belonging

We know that companies invest in mental health, but it's clear not everyone has implemented a successful strategy, with **18%** of respondents saying they don't have a mental health and wellbeing strategy (yet), and **15%** saying that the one they have in place is poor.

Encouragingly, recruitment in diversity, equity and inclusion as well as talent management/engagement and culture has increased. This reflects businesses acknowledging the importance of investing in these topics.

Companies equally invest in these development focused areas when thinking about reducing attrition, something which our data suggests is a smart move.

How would you rate your company's mental health and wellbeing strategy?



| Salary | benchmarking

Average salaries

Salaries are in EUR.

Generalist HR

Position	Permanent annual salary	Day rate
CHRO	200.000-500.000	>1500
Director	150.000-300.000	1000-1500
Head of/Manager	120.000-180.000	840-1040
Business Partner	70.000-150.000	640-880
Officer/Advisor	<70.000	560-640

Learning and development

Position	Permanent annual salary	Day rate
Director	140.000-250.000	>1040
Head of/Manager	120.000-150.000	840-1040
Business Partner	70.000-120.000	640-880
Officer/Advisor	<70.000	560-640

Talent acquisition

Position	Permanent annual salary	Day rate
Director	140.000-250.000	>1040
Head of/Manager	90.000-140.000	840-1040
Corporate Recruiter	60.000-90.000	640-880
Sourcer	<60.000	520-640

Reward/compensation and benefits

Position	Permanent annual salary	Day rate
Head of/Director	>140.000	>1150
Manager (Region)	100.000-140.000	950-1150
Senior Specialist	80.000-100.000	800-950
Specialist/Analyst	<80.000	<800

Payroll

Position	Permanent annual salary	Day rate
Head of/Director	>110.000	>1000
Manager	85.000-110.000	800-1200
Senior Specialist	65.000-85.000	600-800
Analyst/Coordinator	<65.000	520-640

Diversity, equity and inclusion

Position	Permanent annual salary	Day rate
Director	140.000-250.000	800-1200
Head of/Manager	120.000-150.000	840-1040
Business Partner	70.000-120.000	640-880
Officer/Advisor	<70.000	560-640

Salaries vary greatly by size of organisation and sector. If you require more detailed data, please get in touch.

About Frazer Jones

We're a global HR executive search and recruitment consultancy.

We help HR professionals thrive and empower HR leaders to put people and culture at the heart of their business – creating a more progressive future, for everyone.

We support companies of every size and within all sectors, from professional services, retail, legal, banking and financial services through to technology, media and telecommunications, pharmaceuticals, consumer and more.

We are part of The SR Group, a fast-growing and hugely successful collection of specialist search and recruitment consultancies covering everything from tax, treasury and senior finance, as well as legal, risk and compliance to marketing, sales, HR and IT.



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