

Mason Frank's **CAREERS AND HIRING GUIDE** 2026

The ultimate source for the latest career insights, hiring trends, and salaries in the Salesforce® universe



FOREWORD BY SALESFORCE'S SIMON MACKLIN

THE SALESFORCE ECOSYSTEM IS ENTERING A NEW ERA OF TRANSFORMATION.

We are moving beyond the generative AI phase into the agentic enterprise, where AI, data, applications and people operate as a unified system, turning intelligence into immediate, actionable outcomes.

This shift is already reshaping how organizations approach growth. Over the next three to five years, businesses will operate in a model where humans and AI agents work in close partnership. As these agents become embedded in business processes, they will fundamentally change how work gets done and how value is created.

However, the challenge is not access to AI, but execution.

Many organizations are still working to close the “last mile” between capability and deployment. Success will depend on building the infrastructure, confidence and operating models required to use AI reliably at scale.

At the center of this transformation is talent.

“THE DEFINING CAPABILITY FOR THE NEXT GENERATION OF SALESFORCE TALENT WILL BE AI FLUENCY”

As AI takes on more routine tasks, the role of the professional is evolving. The defining capability for the next generation of Salesforce talent will be AI fluency, the ability to work confidently alongside AI, embed it into daily workflows and translate it into meaningful business impact.

For organizations, this represents a broader people transformation. It requires reskilling employees, redesigning roles and creating more flexible structures that enable individuals to focus on higher-value work while working in partnership with AI.

In a fast-moving ecosystem, independent research plays an essential role. With 11.6 million new jobs projected across the Salesforce economy by 2028, access to clear, reliable data helps organizations and professionals understand where opportunities are emerging and how skills are evolving.

This guide supports that understanding, providing insight into how the market is changing and helping both organizations and individuals make more informed decisions.

Because while the technology will continue to evolve, it is ultimately people who determine the outcomes.



SIMON MACKLIN

Senior Vice President |
Success Leader EMEA | Salesforce

To read more from **Simon**,
visit our blog.

[Visit Blog](#)

WELCOME FROM OUR CEO

Welcome to the latest edition of **Mason Frank's Salesforce Careers and Hiring Guide**, your essential resource for navigating today's evolving Salesforce talent landscape. Whether you're growing a high-performing team, advancing your Salesforce career, or planning your next strategic hire, this guide delivers the market intelligence you need to make informed decisions.

The Salesforce universe continues to expand, but with growth comes new complexity. **Efficiency, automation, and AI adoption** now sit at the heart of most Salesforce initiatives, as organizations seek to do more with less. Nearly **80% of businesses are prioritizing efficiency gains**, and **63% are automating manual processes**, making technical adaptability and cross-cloud expertise more valuable than ever.

On the talent side, **84% of professionals now hold a Salesforce certification**, underscoring the platform's maturity and the emphasis on structured learning. And yet, certifications alone are no longer the differentiator they once were. Instead, **career impact increasingly comes from applied experience, AI fluency, and the ability to deliver at scale**.

Despite strong employer demand, hiring remains challenging. **More than two-thirds of businesses (68%) report a lack of tech talent**, and **56% of hiring managers** say time-to-hire is their biggest obstacle. Meanwhile, professionals are increasingly selective: **60% cite better pay as their top reason for changing jobs**, but flexibility, career growth, and company culture remain decisive factors in retention.

The market's rapid shift toward AI is reshaping skills expectations. **Two-thirds of tech professionals plan to pursue AI training or certification this year**, while **59% of hiring managers** have seen a rise in demand for AI specialists. This evolution will define the next phase of Salesforce careers; one in which Einstein, automation, and large language models become everyday tools.

At **Mason Frank**, we do more than just track Salesforce hiring trends. We help shape them. With the largest global network of Salesforce professionals, specialist recruiters across every cloud, and years of experience supporting businesses through transformation, we connect talent and opportunity where it matters most.

Wherever you are on your Salesforce journey, we hope this guide gives you the clarity, confidence, and competitive edge to make your next move the right one.

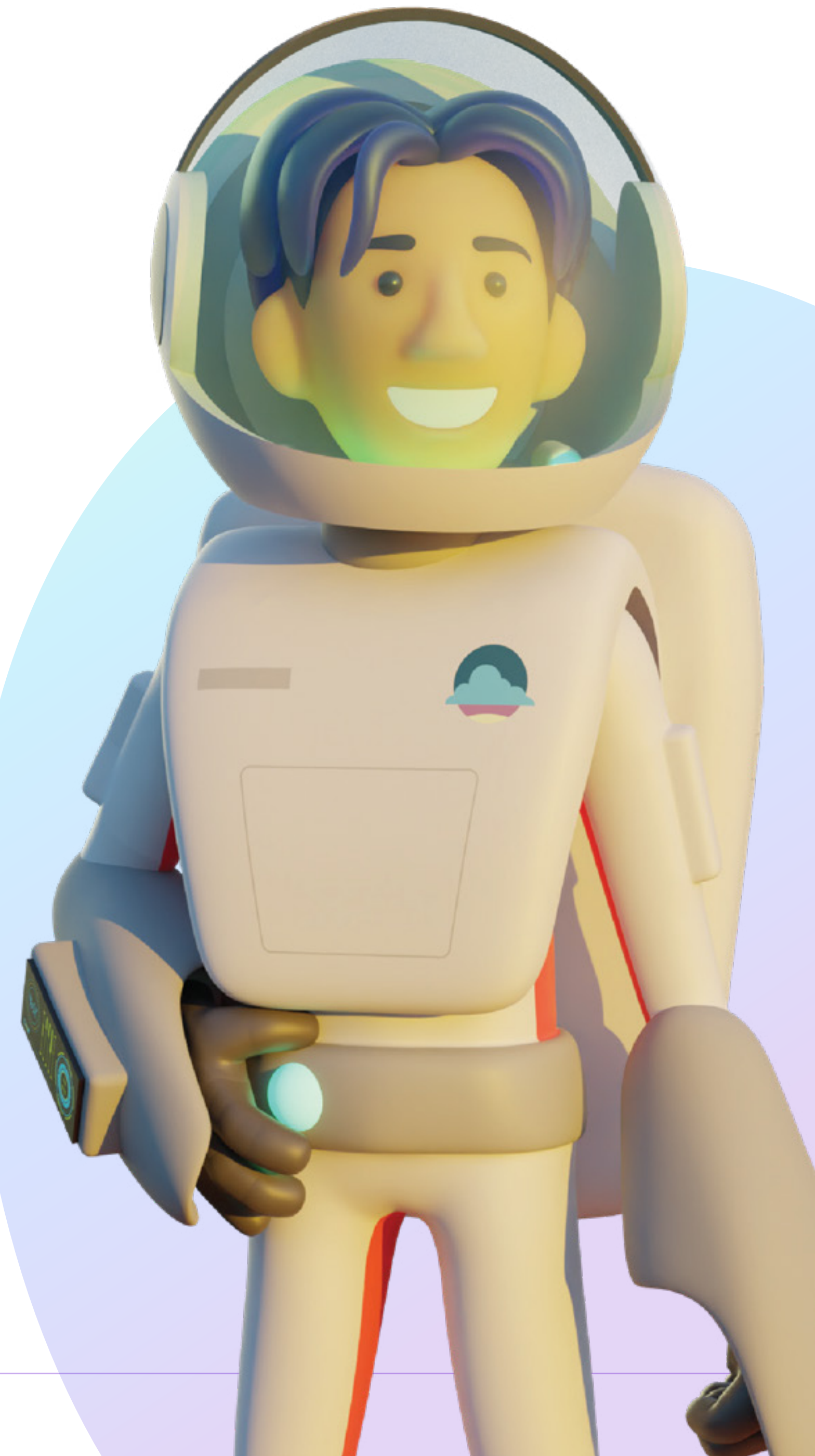
Warm regards,



A stylized, handwritten signature in black ink that reads "J. Townshend". The signature is fluid and cursive, with a long horizontal stroke at the end.

JAMES LLOYD-TOWNSHEND

Chief Executive Officer
Mason Frank



ABOUT THE GUIDE

Our findings are drawn from over **36,000 data points**, including self-reported survey information from over **300 Salesforce professionals** worldwide between May and October 2025. Respondents span a range of industries, come from diverse personal and professional backgrounds, and include a mix of professionals and hiring managers.

We've validated every survey response using robust statistical analysis and automated data validation rules to be included in the final results. Any data that didn't pass our validation rules and statistical analysis or was deemed questionable, incomplete, or duplicate was removed so that the results published are meaningful and accurate.

The following should be considered when interpreting the data in this report:

- Not all percentages add up to **100%** because some questions have multiple-choice answers
- Respondent views are their own and do not reflect the views of Mason Frank and its employees

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TRAINING AND CERTIFICATIONS



84% of respondents hold a Salesforce certification, down **2%** from our last survey



5% are working towards their first



Nearly 7 in 10 (**68%**) rank certifications as the top way to learn the Salesforce stack, while **49%** place certifications high for securing a new role and **42%** rank certifications as helping with job mobility, but say they are not the only factor



Average salary increase after certification is **16%** (slightly down from **18%** last year)



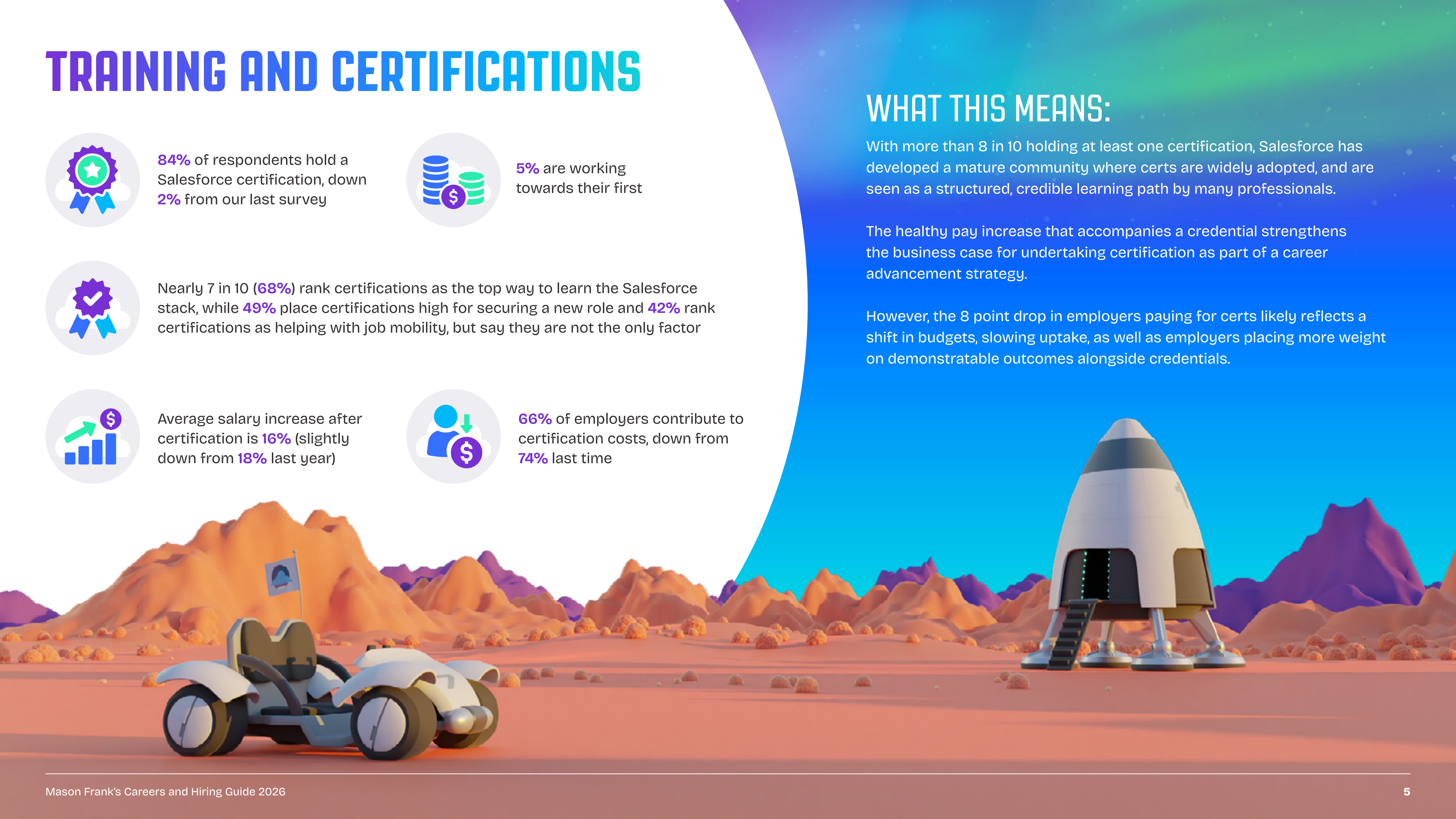
66% of employers contribute to certification costs, down from **74%** last time

WHAT THIS MEANS:

With more than 8 in 10 holding at least one certification, Salesforce has developed a mature community where certs are widely adopted, and are seen as a structured, credible learning path by many professionals.

The healthy pay increase that accompanies a credential strengthens the business case for undertaking certification as part of a career advancement strategy.

However, the 8 point drop in employers paying for certs likely reflects a shift in budgets, slowing uptake, as well as employers placing more weight on demonstratable outcomes alongside credentials.



TRAINING AND CERTIFICATIONS TAKEAWAYS:



FOR PROFESSIONALS

- Certifications remain a strong investment with a **16%** average salary uplift, but they are an enabler, not a guarantee.
- For best results, pair certifications with cross-cloud experience and measurable delivery outcomes.
- If funding is limited, target certs aligned to your role and negotiate support.
- Certifications accelerate learning and signal commitment.



FOR HIRING MANAGERS

- Certifications are a reliable proxy for foundational knowledge and fast onboarding.
- In a market where most professionals are certified, differentiation comes from depth, recency, and proven outcomes.
- Co-funding certifications and offering structured learning paths improve retention.



FOR PARTNERS AND CUSTOMERS

- Certified professionals ramp faster and reduce delivery risk.
- In turn, better ROI can be achieved as a result of fewer implementation errors and accelerated learning.
- For complex architecture or transformation, prioritize experience depth alongside certifications.

SKILLS THAT DRIVE CAREER IMPACT

Top training and development priorities among Salesforce professionals:



Artificial Intelligence (AI) and machine learning training



Project management certifications (e.g. PRINCE2, PMP, Agile/Scrum)



Leadership and management training

What has the greatest impact on career success:

- Years of IT experience – Ranked #1 by **34%**, and top 3 by **67%**
- Exposure to large projects – Ranked in the top 3 by **48%**
- Communication and interpersonal skills – Ranked in the top 3 by **33%**

WHAT THIS MEANS:

AI and machine learning dominate as the most sought-after training priority, signaling strong demand for technical upskilling and future-proofing. Employers offering AI training and project management certifications can boost attraction and retention.

However, career success is seen as coming from hands-on delivery and scale rather than formal credentials. Years of experience and exposure to large projects dominate in terms of best professional boosters, while communication skills remain consistently valued; never ranked last by any respondent.

Certifications sit mid-table, acting as a useful signal of expertise rather than a primary driver. College degrees are polarizing, with a sizeable group ranking them least impactful, in addition to **54%** telling us that a degree isn't necessary for a career working with Salesforce. For career development and hiring, the emphasis should be on demonstrable outcomes, breadth of delivery, and strong communication.

SKILLS THAT DRIVE CAREER IMPACT

TAKEAWAYS:



FOR PROFESSIONALS

- Prioritize applied AI skills and seek exposure to large, complex projects.
- Strengthen communication and stakeholder management alongside technical skills.
- Use certifications strategically and pair them with delivery outcomes.



FOR HIRING MANAGERS

- Offer AI and project leadership training to boost retention.
- Provide access to large-scale projects and structured learning paths.
- Shift hiring toward skills-based assessments rather than degree requirements.



FOR PARTNERS AND CUSTOMERS

- Blend certified talent with experienced professionals for complex work.
- Focus on applied AI skills and measurable delivery experience to reduce risk.

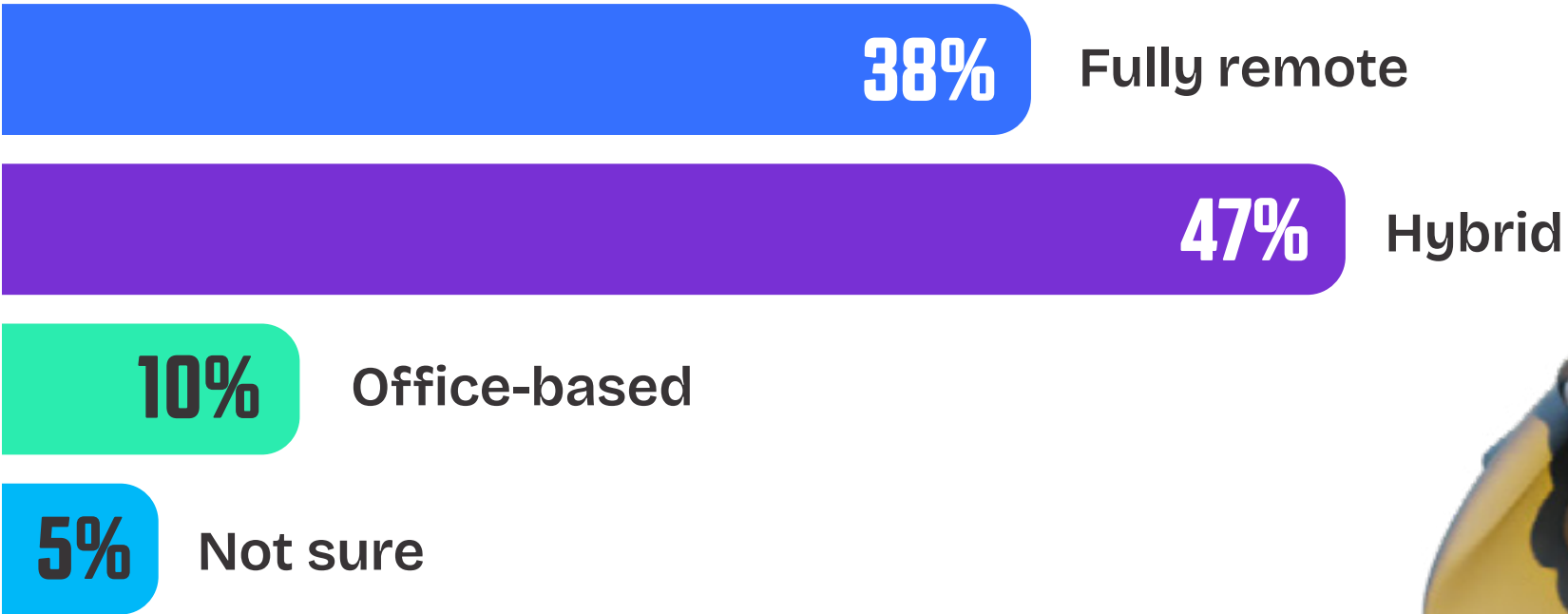
TALENT ACQUISITION AND RETENTION

INSIGHTS FOR HIRING MANAGERS

More than half of hiring managers (**56%**) say the time it takes to find the right talent is their biggest tech staffing challenge, followed by the difficulty of attracting candidates with the right skills for their industry (**45%**). More than a third (**35%**) tell us there is a lack of experienced talent in the marketplace.

This aligns with broader business concerns, as **68%** of organizations lack the tech talent needed to achieve their objectives.

Work preference of Salesforce professionals:



How organizations are growing their tech talent:

Developing skills in-house	77%
Training existing staff	41%
Offshoring	32%

WHAT THIS MEANS:

The biggest challenge for hiring managers is the time it takes to secure the right Salesforce talent. In a market where projects can stall without the right expertise, every extra week in the hiring process adds risk and cost.

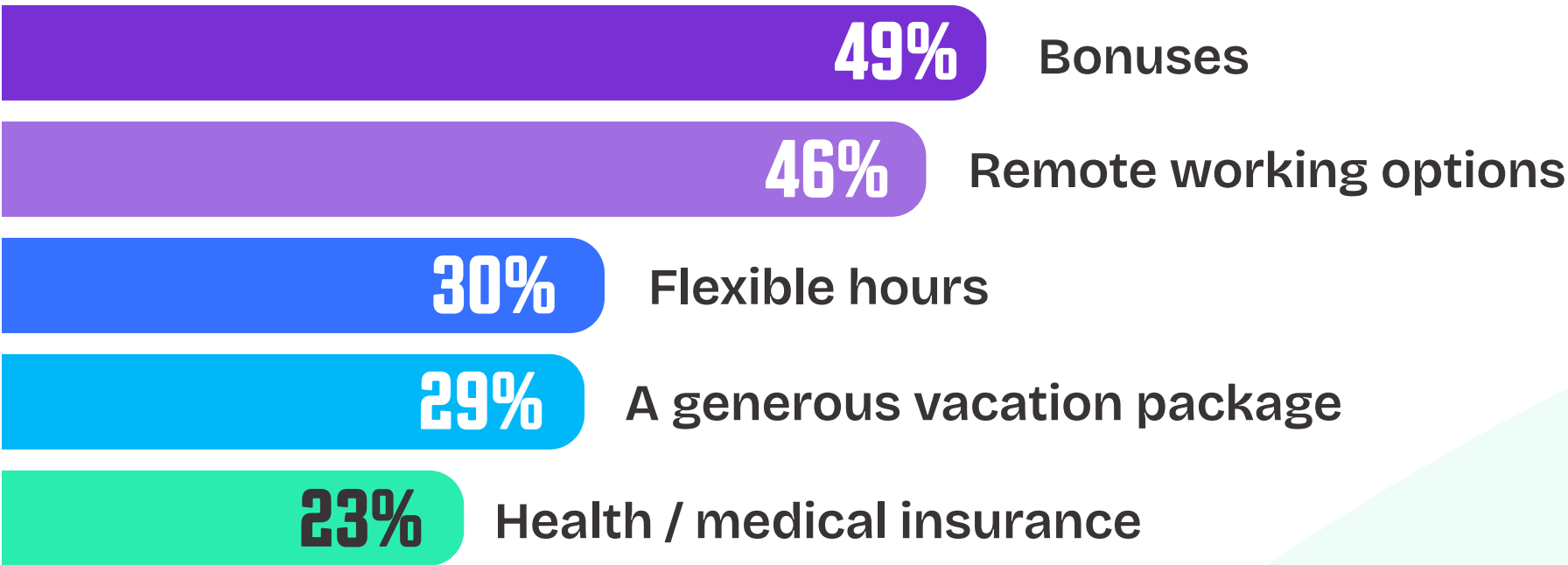
That's where Mason Frank makes a real difference. Our specialist recruiters tap into the world's largest Salesforce talent network, pre-qualified and ready to go, so you can cut time-to-hire and keep delivery on track.

TALENT ACQUISITION AND RETENTION

INSIGHTS FOR END USERS

91% of permanent employees say that workplace benefits beyond salary are important when deciding whether to accept a job.

Most appealing perks to job seekers:



Leading motivations for accepting a new role:

A better salary and compensation package	60%
Career growth	47%
Improved work-life balance	46%
For a company that aligns with their values	39%
Personal development	38%

Reasons that employees are looking to change employers in the next 12 months:

Higher earnings	68%
Lack of promotion prospects	43%
Poor company culture	39%
Seeking a new challenge	35%
Desire for more meaningful work	29%

While 61% of end user employees are satisfied overall with their job, that’s down from 70% in our last survey. When it comes to salary, 63% are satisfied, up from 60% last time.

47% of end user organizations who experienced implementation challenges cited a lack of in-house Salesforce expertise to support the project, while 33% pointed to an overall shortage of Salesforce professionals within their organization.

WHAT THIS MEANS:

The market is reward and growth driven. Salary and bonuses are decisive, but flexibility, progression, and culture can make or break acceptance and retention. Satisfaction with pay is inching up, yet overall job satisfaction has dropped, pointing to non-pay friction like limited advancement and cultural fit. Many end user orgs lack in-house Salesforce expertise, which is directly undermining delivery. The most competitive organizations are the ones that offer a total value proposition: strong compensation plus clear career paths, flexible work, and tangible investment in skills.

TAKEAWAYS FOR END USER HIRING MANAGERS:

- Pair competitive base with meaningful bonuses, flexibility, and a healthy vacation package.
- Clarify promotion paths and milestones to improve attraction and retention.
- Overall job satisfaction is falling despite improving pay. Reinforce team health, leadership visibility, and values alignment to keep talent engaged.
- A lack of in-house Salesforce expertise is a top cause of implementation challenges. Blend strategies to avoid this shortfall: targeted hiring, contractor augmentation, and structured upskilling.

TALENT ACQUISITION AND RETENTION

Insights for partners



32% of partners tell us demand for Salesforce has increased in the last 12 months



56% of partner employees are satisfied with their salary, compared to **65%** in our last survey

- **55%** are satisfied overall with their role, down from **63%** last time

WHAT THIS MEANS:

Growth opportunities exist, but they may be concentrated in certain clouds or regions. Partners should identify where demand is strongest and align resources accordingly.

Engagement and retention risks are increasing, and lower satisfaction often precedes attrition, which can impact delivery capacity and client experience.

TAKEAWAYS FOR PARTNERS

- Benchmark pay against current market rates, especially for high-demand roles. **Use the salary tables at the back of this guide** to inform adjustments and ensure competitive positioning.
- Focus on retention levers; career development, project variety, and transparent progression paths matter as much as salary.
- Build capacity in areas where Salesforce demand is growing; consider cross-skilling and early resourcing.

CAREER MOVES AND MARKET TRENDS

INSIGHTS FOR PERMANENT SALESFORCE PROFESSIONALS

73% of professionals experienced an increase in salary when moving to a new employer.

- Average salary increase when changing jobs: **19%**.
- Reasons for accepting a lower salary when changing jobs: improved company culture (**44%**), a better work-life balance (**38%**), shift in career direction (**25%**).

36% were offered a counteroffer after resigning (down from **43%**); **32%** accepted it (down from **34%**).

48% of Salesforce professionals work fully remotely, down from **56%** in our last study, while hybrid working increased to **45%** from **41%**.

	Currently	Previously
Fully remote	48%	56%
Hybrid	45%	41%
Office based	7%	3%

28% of organizations plan to hire an IT or tech professional in the next 12 months.



57% to fill a knowledge gap

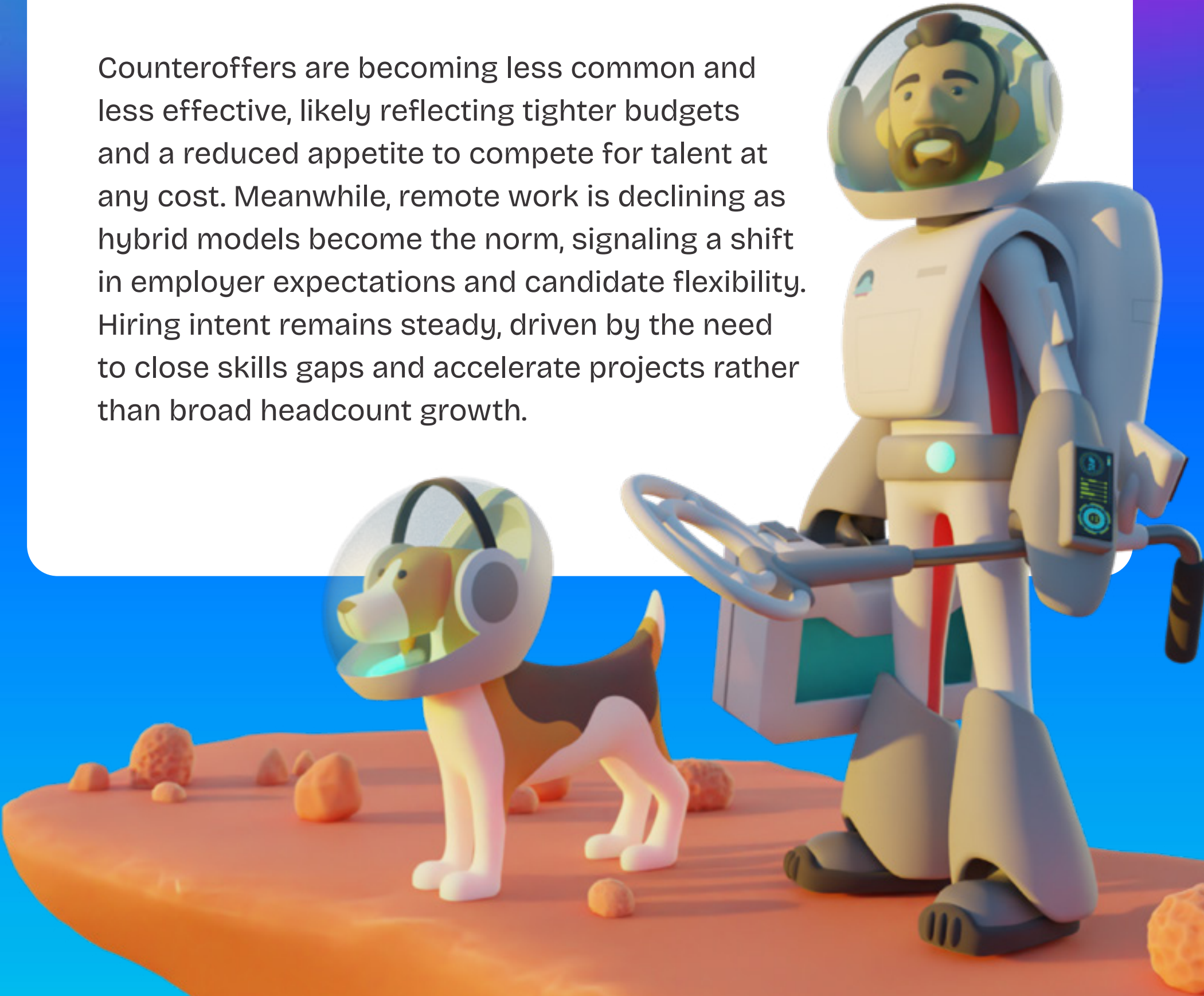


43% to accelerate project timelines

WHAT THIS MEANS:

The data shows a Salesforce job market that remains competitive but is evolving. Salary growth is still a major motivator, with most professionals securing an average **19%** increase when changing employers. However, as our earlier data shows non-financial factors like culture, work-life balance, and career direction are strong enough to influence decisions, even at the cost of pay.

Counteroffers are becoming less common and less effective, likely reflecting tighter budgets and a reduced appetite to compete for talent at any cost. Meanwhile, remote work is declining as hybrid models become the norm, signaling a shift in employer expectations and candidate flexibility. Hiring intent remains steady, driven by the need to close skills gaps and accelerate projects rather than broad headcount growth.



INSIGHTS FOR PERMANENT SALESFORCE PROFESSIONALS

TAKEAWAYS:



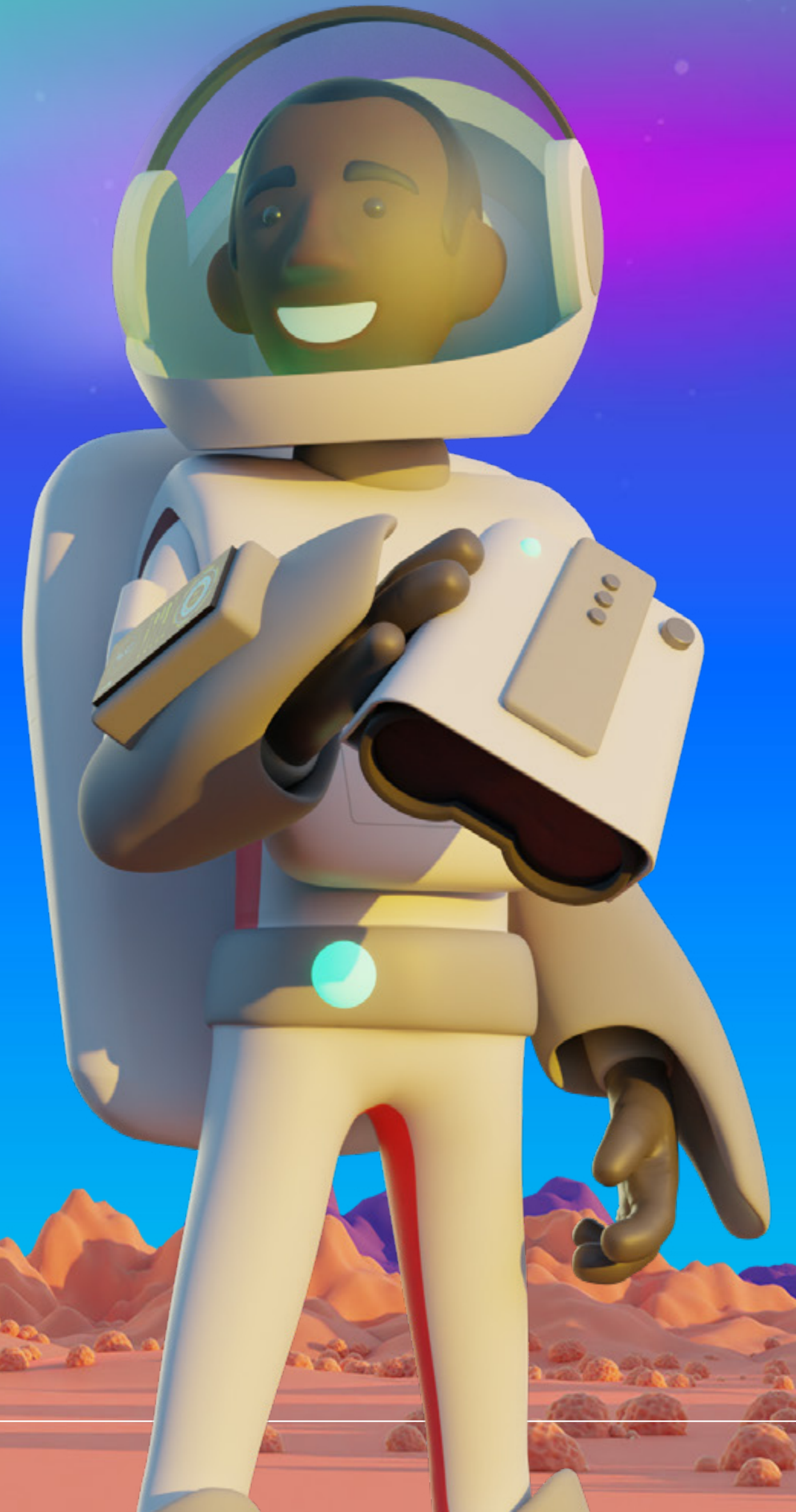
FOR PROFESSIONALS

- It's realistic to expect a strong uplift in salary when moving roles.
- If culture or flexibility matters, communicate this early to avoid mismatches.
- Fully remote roles are shrinking, so be ready to discuss hybrid arrangements.
- Plan for counteroffers, and decide your stance before resigning, but don't rely on a counteroffer to fix deeper issues.



FOR HIRING MANAGERS

- Stay competitive on pay. Offers need to reflect market norms or include creative incentives like sign-on bonuses.
- Culture and flexibility are key differentiators when salary alone isn't enough.
- Clearly outline hybrid expectations to attract the right candidates.



CAREER MOVES AND MARKET TRENDS

INSIGHTS FOR SALESFORCE FREELANCERS

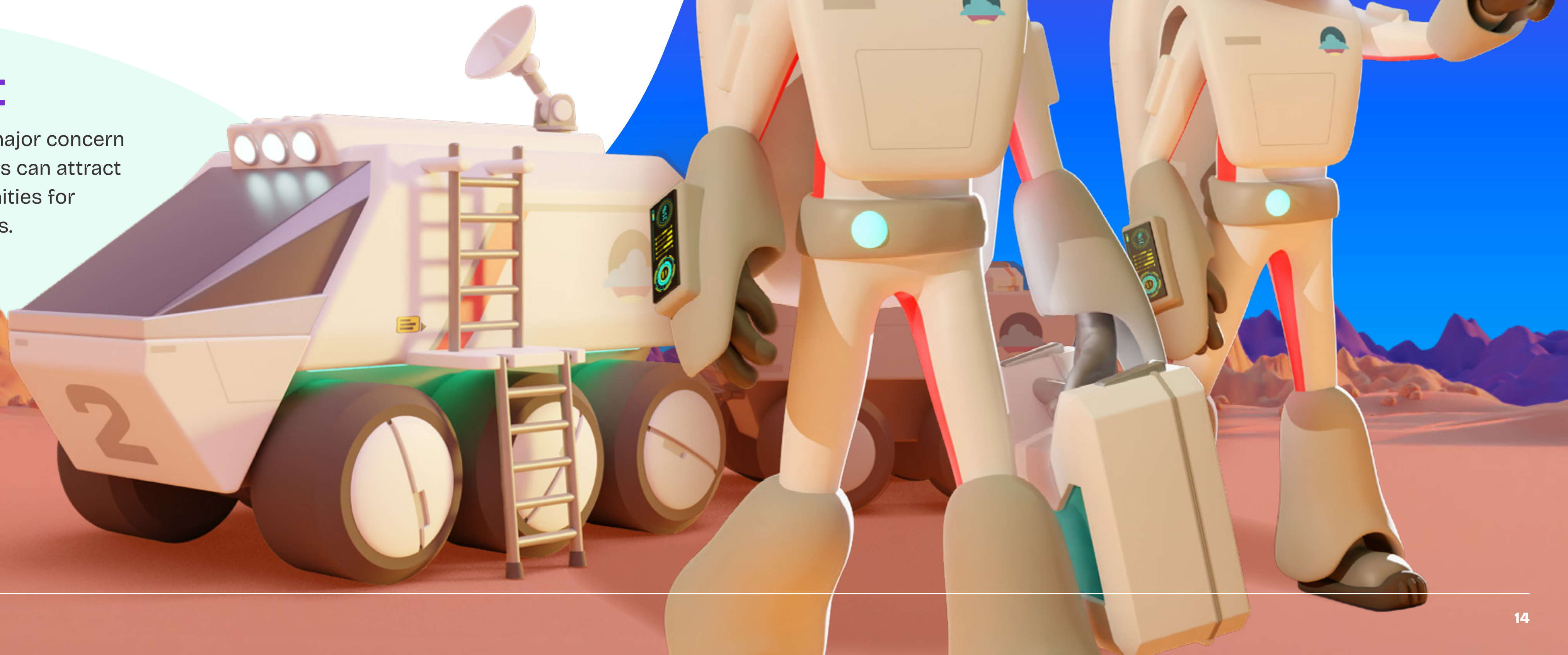
The average length of a contract is **6 months and 2 weeks**.

Main challenges faced by freelancers: finding new customers (**65%**), work-life balance (**35%**), what to do in downtime between contracts (**30%**), competition from other professionals (**30%**), and networking (**30%**).

Projects are most often abandoned mid-way due to unacceptable working conditions (**19%**), lack of client communication or support (**16%**), and ethical concerns or disagreements (**14%**).

WHAT THIS MEANS:

Downtime between projects is a major concern for freelancers (**30%**). Hiring clients can attract top talent by advertising opportunities for consecutive projects or extensions.



INSIGHTS FOR SALESFORCE FREELANCERS

TAKEAWAYS:



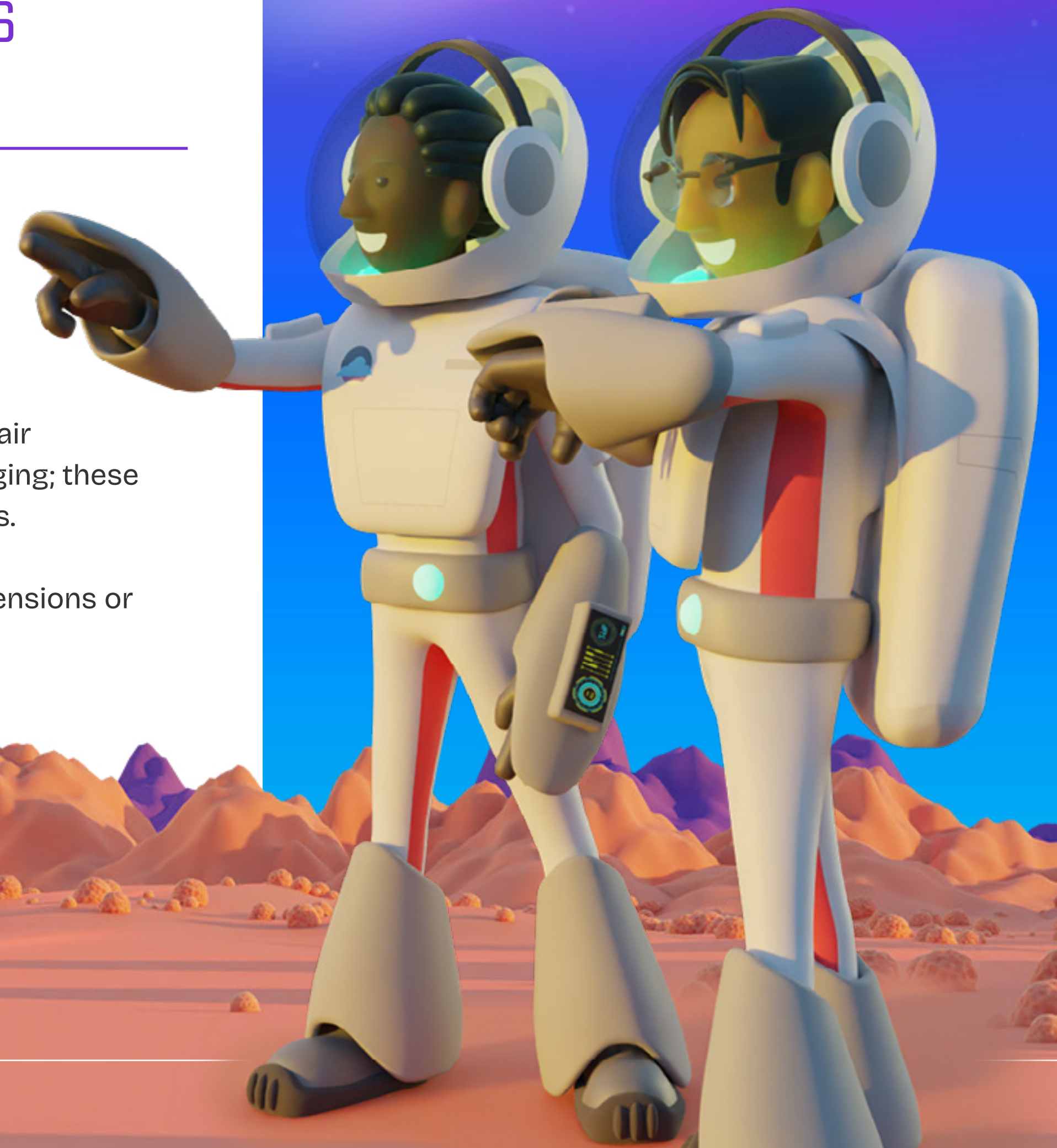
FOR FREELANCERS

- Begin business development 6-8 weeks before the end of your contract and keep at least three active leads to reduce gaps.
- Differentiate yourself by specializing in a specific cloud, industry, or problem area.
- Protect your boundaries: include working hours, response times, and escalation routes in the Statement of Work and reconfirm at kickoff.



FOR HIRING CLIENTS

- With an average contract length of over 6 months, start renewal or replacement conversations early to avoid delivery gaps.
- Emphasize clear communication and fair conditions in your recruitment messaging; these are key factors in retaining contractors.
- Promote predictability by offering extensions or back-to-back projects where possible.



ORGANIZATIONAL PRIORITIES

Top business priorities among organizations include:

80% EFFECIENCY IMPROVEMENTS

63% AUTOMATING MANUAL PROCESSES

53% COST SAVINGS



53% point to data migration and integration complexities



43% cite change management challenges

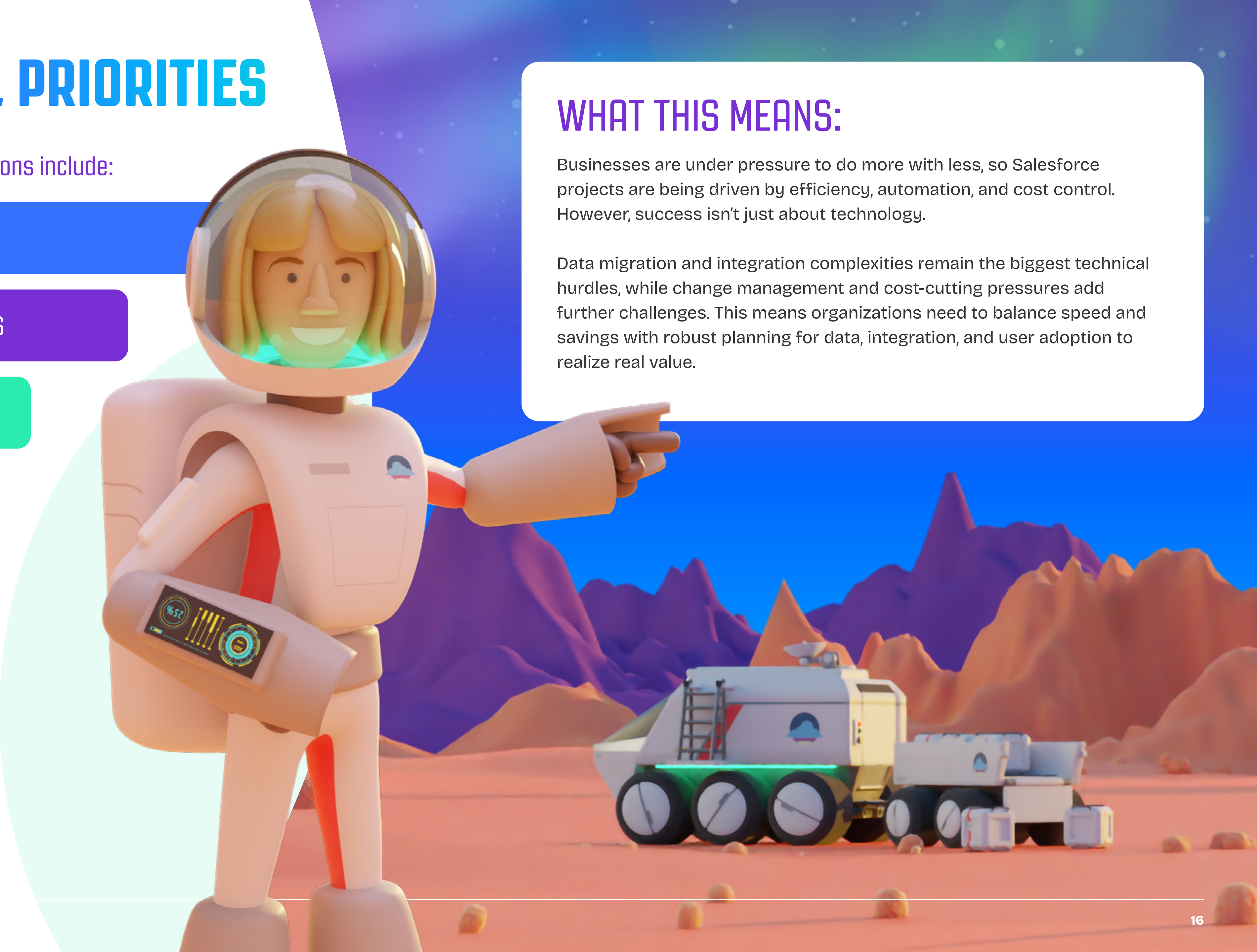


43% highlight cost-cutting initiatives as key influences on their Salesforce projects

WHAT THIS MEANS:

Businesses are under pressure to do more with less, so Salesforce projects are being driven by efficiency, automation, and cost control. However, success isn't just about technology.

Data migration and integration complexities remain the biggest technical hurdles, while change management and cost-cutting pressures add further challenges. This means organizations need to balance speed and savings with robust planning for data, integration, and user adoption to realize real value.



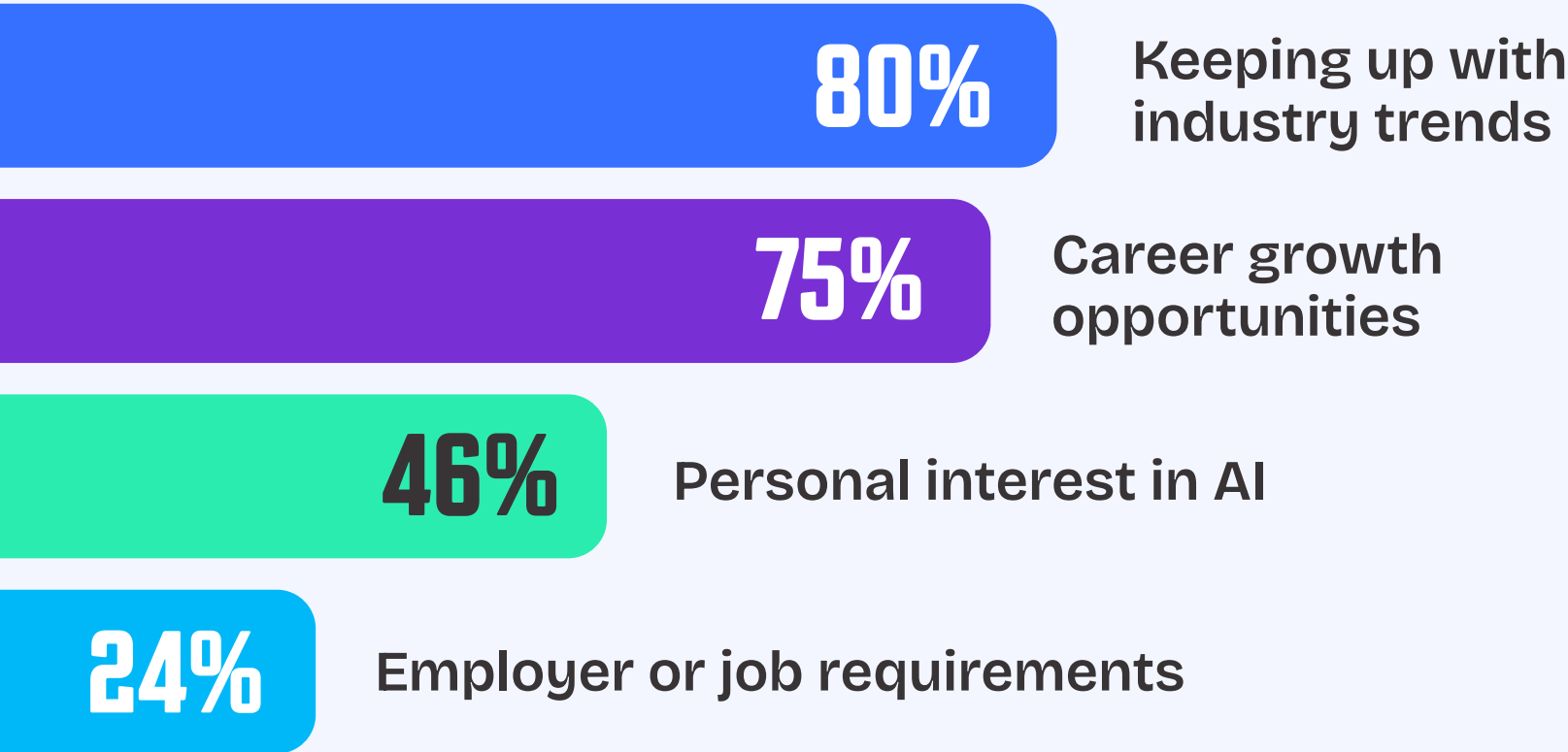
AI OUTLOOK

54% believe large language models (LLMs) will affect their role within five years, and 69% anticipate longer-term impacts.

49% of respondents say LLMs will influence talent needs within five years; 63% expect this to continue beyond that.

66% of tech professionals are planning to pursue AI training or certification in the coming year.

- Motivations for undertaking AI training:



59% of hiring managers have seen a rise in demand for AI specialists over the past year.

- This increase in demand is driven primarily by growing adoption (73%), business expansion into AI-driven solutions (57%), and competitive industry trends (52%).
- 48% find hiring for AI-related roles more difficult than other tech roles, while 11% say it is easier.

Key hiring obstacles for AI roles:

High salary expectations	59%
Shortage of qualified candidates	53%
Strong competition from other employers	24%
Lack of diversity in the candidate pool	15%
Long recruitment timelines	12%

WHAT THIS MEANS:

AI is no longer a distant trend; it's reshaping tech roles and hiring strategies now. Most professionals expect LLMs to impact their work within five years, and two-thirds are proactively pursuing AI training to stay competitive.

At the same time, demand for AI talent is surging, but hiring managers face significant challenges, from high salary expectations to a shortage of qualified candidates. This creates dual pressure: businesses must accelerate workforce planning and upskilling while competing harder for scarce AI expertise.

AI OUTLOOK TAKEAWAYS:



FOR PROFESSIONALS

- AI will soon be embedded in Salesforce roles, making Einstein and automation skills essential.
- Upskilling now gives a clear edge as most professionals plan AI training this year.
- Few employers require AI skills yet, so proactive learning sets you apart.



FOR HIRING MANAGERS

- Demand for Salesforce AI talent is accelerating as adoption grows.
- Hiring is harder than for other tech roles, with salary pressure and candidate scarcity leading challenges.
- Acting early and widening sourcing strategies will help secure talent before competition intensifies.



KEY TAKEAWAYS

FOR SALESFORCE PROFESSIONALS

Certifications remain a valuable investment, boosting earning potential and signaling commitment, but true **career growth comes from combining credentials with hands-on experience and AI fluency**. With **66%** planning to pursue AI training and demand for AI specialists rising, early adopters will have a clear advantage.

Changing employers continues to offer significant benefits, with most professionals securing notable salary increases and many finding improved company culture, better work-life balance, and new career directions when making a move.

To stay competitive, **focus on upskilling in AI and automation**, proactively understand your market value, and plan ahead; especially if considering freelancing. **Strengthening client relationships and being adaptable** will help you navigate the shifting landscape and future-proof your career.

KEY TAKEAWAYS

FOR EMPLOYERS AND HIRING MANAGERS

Investing in talent development is essential for building high-performing teams and retaining top performers. Supporting certifications, AI training, and clear career progression pathways will strengthen your workforce and improve retention.

Agility is critical; combining internal development with flexible hiring strategies helps meet project demands. Ensuring you have the right Salesforce expertise in place, whether through targeted hiring or contractor support, is key to overcoming implementation challenges and achieving project success.

Remember, **retention goes beyond pay**. Competitive compensation is important, but don't forget about the impact flexibility, transparent career paths, and a strong company culture have on keeping top talent engaged.

As demand for AI expertise grows, planning for adoption and building internal capability now will position your organization for long-term success.



ABOUT THE SALESFORCE SALARIES

Our salary data is built on a comprehensive analysis of various sources. This includes real-world vacancies and placement data from roles registered with Mason Frank in the last 24 months¹, supplemented by insights from AI salary platforms.

The resulting data is then verified by our specialist teams, who apply their insight and knowledge of the wider market to ensure that the information is accurate with respect to job title, technology, and location.

Important points to note

Certain markets will exhibit **10-15%** variance due to differences in costs of living.

The salaries do not include bonuses and incentives. Additionally, multiple factors (such as specialized skills, the complexity of the role, the industry, and years of experience) can influence where a particular salary falls within the quartile range.

¹October 2023 to October 2025

How can our salary tables help you?

Salesforce professionals can see what other professionals with a similar level of experience and skill set are currently earning, enabling you to better understand your market value.

Employers or hiring managers get the data you need to benchmark for your team's pay against those in similar roles so you can stay competitive, attract the best talent, and get a head-start on budgets for the next financial year.

If you can't find the salary for your region, then please reach out to us for further assistance.

CONTINUE READING TO LEARN MORE ABOUT THE SALARIES ON OFFER IN THE MARKET >>>

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UNITED STATES (\$)

	PERMANENT			CONTRACT*
	First Quartile	Median	Third Quartile	Hourly
Administrator	75,000	110,000	140,500	75 - 135
Business Analyst	90,000	125,000	160,000	97 - 145
Business Intelligence	91,000	120,000	164,000	75 - 175
CRM Manager	108,000	150,000	205,000	-
Developer	100,000	150,000	175,000	98 - 168
Functional Consultant	107,000	130,000	156,000	105 - 157
Functional / Solution Architect	139,000	170,000	205,500	121 - 180
Integration / Mulesoft	118,000	150,000	210,000	133 - 198
Marketing Automation	87,000	120,000	150,000	105 - 154
Project Manager	105,000	150,000	180,000	92 - 174
Quality Assurance (QA)	107,500	127,500	150,000	65 - 120
Technical Architect	152,000	182,500	250,000	131 - 208
Technical Consultant	105,000	135,000	172,500	120 - 185

*Rates will vary depending on contract type (i.e. W-2 or 1099).

Salaries have been rounded to the nearest \$250 for ease of reading, exclude Mason Frank margins, are base salaries not including commission or bonus, and are correct as of October 2025. Certain markets will exhibit variance due to differences in costs of living. For up-to-date information please contact Mason Frank directly.

CANADA (C\$)

	PERMANENT			CONTRACT
	First Quartile	Median	Third Quartile	Hourly
Administrator	80,000	95,000	120,000	41 - 105
Business Analyst	82,000	120,000	150,000	52 - 113
Business Intelligence	90,000	120,000	150,000	85 - 140
CRM Manager	100,000	130,000	165,000	60 - 150
Developer	95,000	120,000	160,000	52 - 164
Functional Consultant	100,000	125,000	183,000	105 - 140
Functional / Solution Architect	150,000	180,000	215,000	120 - 200
Integration / Mulesoft	105,000	122,500	180,500	95 - 170
Marketing Automation	105,000	120,000	160,000	105 - 140
Project Manager	115,000	130,000	175,000	70 - 164
Quality Assurance (QA)	110,000	119,000	199,000	60 - 120
Technical Architect	155,000	185,000	230,000	121 - 205
Technical Consultant	105,000	126,500	155,000	72 - 144

Salaries have been rounded to the nearest C\$250 for ease of reading, exclude Mason Frank margins, are base salaries not including commission or bonus, and are correct as of October 2025. Certain markets will exhibit 10-15% variance due to differences in costs of living. For up-to-date information please contact Mason Frank directly.

UNITED KINGDOM (£)

	PERMANENT			CONTRACT*
	First Quartile	Median	Third Quartile	Daily
Administrator	35,000	50,000	65,000	300 - 553
Business Analyst	48,250	60,000	75,000	500 - 750
Business Intelligence / Tableau	35,000	55,000	78,000	500 - 725
CRM Manager	55,000	70,000	90,000	-
Developer	44,500	65,000	83,000	490 - 760
Functional Consultant	45,000	65,000	80,000	460 - 715
Functional / Solution Architect	78,000	90,000	105,000	615 - 855
Integration / Mulesoft	44,500	63,000	80,000	590 - 850
Marketing Automation	40,000	55,000	73,500	350 - 700
Project Manager	50,000	70,000	85,000	550 - 855
Quality Assurance (QA)	41,500	51,500	72,500	350 - 505
Technical Architect	70,000	90,000	130,000	750 - 1,000
Technical Consultant	41,000	64,000	79,000	550 - 779

*Contract rates may vary depending on seniority, experience, and whether the role is inside or outside IR35.

Salaries have been rounded to the nearest £250 for ease of reading, exclude Mason Frank margins, are base salaries not including commission or bonus, and are correct as of October 2025. Certain markets will exhibit variance due to differences in costs of living. For up-to-date information please contact Mason Frank directly.

IRELAND (€)

	PERMANENT			CONTRACT
	First Quartile	Median	Third Quartile	Daily
Administrator	40,000	57,000	74,000	342 - 630
Business Analyst	55,000	68,500	85,500	570 - 855
Business Intelligence	40,000	62,750	89,000	570 - 827
CRM Manager	62,750	79,750	102,500	-
Developer	50,750	74,000	94,500	559 - 866
Functional Consultant	51,250	74,000	91,250	524 - 815
Functional / Solution Architect	89,000	102,500	119,750	701 - 975
Integration / Mulesoft	50,750	71,750	91,250	673 - 969
Marketing Automation	45,500	62,750	83,750	462 - 661
Project Manager	57,000	79,750	97,000	627 - 975
Quality Assurance (QA)	47,250	58,750	82,750	399 - 576
Technical Architect	79,750	102,500	148,250	855 - 1,140
Technical Consultant	46,750	73,000	90,000	627 - 888

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GERMANY (€)

		PERMANENT		CONTRACT
	First Quartile	Median	Third Quartile	Daily
Administrator	52,500	65,000	85,250	550 - 800
Business Analyst	61,250	72,500	94,000	555 - 834
Business Intelligence / Tableau	61,500	80,000	100,000	850 - 1,100
CRM Manager	70,000	90,000	120,000	800 - 1,100
Developer	60,000	85,000	100,000	571 - 823
Functional Consultant	65,000	80,000	100,000	664 - 980
Functional / Solution Architect	79,500	100,000	120,000	776 - 1,100
Integration / Mulesoft	65,000	85,000	99,250	816 - 1,171
Marketing Automation	54,750	70,000	94,000	750 - 1,100
Project Manager	67,000	80,000	110,000	886 - 1,111
Quality Assurance (QA)	65,000	75,000	90,000	560 - 810
Technical Architect	76,250	100,000	125,000	850 - 1,111
Technical Consultant	65,000	85,000	100,000	720 - 1,000

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SWITZERLAND (Fr)

		PERMANENT	
	First Quartile	Median	Third Quartile
Administrator	95,000	115,000	125,000
Business Analyst	105,000	120,000	130,000
CRM Manager	100,000	110,000	135,000
Developer	95,000	120,000	130,000
Functional Consultant	100,000	110,000	125,000
Functional / Solution Architect	115,000	130,000	140,000
Integration / Mulesoft	100,000	120,000	135,000
Marketing Automation	100,000	115,000	124,000
Project Manager	105,000	125,000	138,000
Technical Architect	130,000	140,000	155,000
Technical Consultant	104,000	120,000	132,000

Salaries have been rounded to the nearest Fr250 for ease of reading, exclude Mason Frank margins, are base salaries not including commission or bonus, and are correct as of October 2025. Certain markets will exhibit variance due to differences in costs of living. For up-to-date information and for contract/freelance rates please contact Mason Frank directly.

FRANCE (€)

	PERMANENT		CONTRACT	
	First Quartile	Median	Third Quartile	Daily
Administrator	41,000	47,500	53,750	400 - 600
Business Analyst	56,500	61,000	65,500	500 - 750
Business Intelligence	-	-	-	500 - 750
CRM Manager	77,500	85,000	92,500	-
Developer	46,250	52,500	58,750	400 - 700
Functional Consultant	48,750	57,500	66,250	450 - 750
Functional / Solution Architect	75,000	80,000	85,000	650 - 900
Integration / Mulesoft	55,750	57,500	62,250	550 - 800
Marketing Automation	51,500	56,000	60,500	500 - 750
Project Manager	65,000	70,000	75,000	600 - 900
Quality Assurance (QA)	-	-	-	400 - 600
Technical Architect	70,000	75,000	80,000	700 - 950
Technical Consultant	50,875	59,750	68,625	500 - 750

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SPAIN (€)

	PERMANENT		
	First Quartile	Median	Third Quartile
Administrator	28,000	45,000	60,000
Business Analyst	35,000	45,000	57,750
Business Intelligence	35,000	52,000	60,000
CRM Manager	32,000	55,000	66,000
Developer	31,500	40,000	51,000
Functional Consultant	40,000	48,000	57,750
Functional / Solution Architect	60,000	70,000	88,000
Integration / Mulesoft	38,000	50,000	55,000
Marketing Automation	30,000	45,000	53,750
Project Manager	34,000	50,000	70,000
Quality Assurance (QA)	40,000	50,000	60,000
Technical Architect	60,000	66,000	81,000
Technical Consultant	37,000	53,000	60,000

Salaries have been rounded to the nearest €250 for ease of reading, exclude Mason Frank margins, are base salaries not including commission or bonus, and are correct as of October 2025. Certain markets will exhibit variance due to differences in costs of living. For up-to-date information please contact Mason Frank directly.

ITALY (€)

	PERMANENT			CONTRACT
	First Quartile	Median	Third Quartile	Daily
Administrator	30,000	45,000	50,000	200 - 262
Business Analyst	30,000	41,000	55,000	300 - 402
CRM Manager	40,000	50,000	65,000	350 - 450
Developer	33,000	41,000	52,750	280 - 372
Functional Consultant	30,000	42,000	55,000	300 - 402
Functional / Solution Architect	50,000	65,000	88,000	450 - 603
Integration / Mulesoft	35,000	45,000	58,000	450 - 550
Marketing Automation	25,000	45,000	55,000	350 - 450
Project Manager	44,500	55,000	67,750	450 - 600
Technical Architect	60,000	75,000	95,000	450 - 600
Technical Consultant	33,000	45,000	52,750	280 - 372

Salaries have been rounded to the nearest €250 for ease of reading, exclude Mason Frank margins, are base salaries not including commission or bonus, and are correct as of October 2025. Certain markets will exhibit variance due to differences in costs of living. For up-to-date information please contact Mason Frank directly.



NETHERLANDS (€)

	PERMANENT (MONTHLY)		
	First Quartile	Median	Third Quartile
Administrator	4,100	5,000	7,500
Business Analyst	4,100	5,000	7,500
Business Intelligence	4,100	5,000	7,500
CRM Manager	5,880	6,420	7,910
Developer	4,250	5,200	7,910
Functional Consultant	4,250	5,200	7,910
Functional / Solution Architect	5,250	7,920	8,330
Integration / Mulesoft	4,250	5,200	7,910
Marketing Automation	4,250	5,200	7,910
Project Manager	5,590	7,920	9,580
Quality Assurance (QA)	3,800	4,800	6,500
Technical Architect	9,500	11,500	13,500
Technical Consultant	4,250	5,200	7,910

Base salaries without 8% holiday pay and excluding any bonus potential.

In the Netherlands, compensation packages typically include an additional 8% vacation allowance on top of the stated monthly salary. Employers may also provide benefits such as health insurance, performance bonuses, transportation reimbursement, or a company car—often an electric vehicle. These perks are designed to increase the overall value of the employee's package while helping to minimize personal tax liabilities. Company cars and fuel cards are generally offered only by consultancy firms.

Further information on 30% Ruling: The 30% ruling is an income tax advantage for highly skilled migrants working in the Netherlands. It means that 30% of your salary is tax-free. To benefit from the 30% ruling, you must meet certain requirements. Please refer to the IND website for further information on the 30% ruling.

Salaries have been rounded to the nearest €10 for ease of reading, exclude Mason Frank margins, are base salaries not including commission or bonus, and are correct as of October 2025. Certain markets will exhibit a variance due to differences in costs of living. For up-to-date information and for contract/freelance rates please contact Mason Frank directly.

BELGIUM (€)

	PERMANENT (MONTHLY)		
	First Quartile	Median	Third Quartile
Administrator	3,230	4,310	5,750
Business Analyst	3,230	4,310	5,750
Business Intelligence	3,230	4,310	5,750
CRM Manager	5,390	7,180	8,980
Developer	3,360	4,310	5,330
Functional Consultant	3,360	4,800	6,500
Functional / Solution Architect	4,800	6,500	8,500
Integration / Mulesoft	3,360	4,800	6,500
Marketing Automation	3,360	4,800	6,500
Project Manager	5,390	7,180	8,980
Quality Assurance (QA)	3,230	4,310	5,750
Technical Architect	7,180	9,340	11,490
Technical Consultant	3,360	4,800	6,500

Salaries will vary depending on the construction of bonus schemes.

The Belgian benefits package includes 13th month and vacation pay. Companies also offer other perks such as meal vouchers, hospitalization insurance, group insurance, EcoCheques, bonus, transport reimbursed, company car and fuel card, IP ruling (tax benefits), and other net advantages. The purpose is to enhance the overall value of the total package received by the employee.

Salaries are pre-tax and have been rounded to the nearest €10 for ease of reading, exclude Mason Frank margins, are base salaries not including commission or bonus, and are correct as of October 2025. Certain markets will exhibit a variance due to differences in costs of living. For up-to-date information and for contract/freelance rates please contact Mason Frank directly.

AUSTRALIA (AU\$)

	PERMANENT*			CONTRACT
	First Quartile	Median	Third Quartile	Daily
Administrator	80,000	120,000	160,000	840 - 1,079
Business Analyst	100,000	130,000	160,000	1,064 - 1,419
CRM Manager	108,000	150,000	205,000	-
Developer	114,000	145,000	192,750	1,176 - 1,646
Functional Consultant	113,000	152,250	180,000	1,120 - 1,476
Integration / Mulesoft	114,000	145,000	192,750	1,511 - 1,873
Marketing Cloud Consultant	87,000	120,000	137,500	1,064 - 1,419
Project Manager	130,000	160,000	200,000	1,232 - 1,816
Solution Architect	140,000	180,000	220,000	1,455 - 1,759
Technical Architect	132,000	180,000	200,000	1,511 - 1,873
Technical Consultant	134,000	200,000	200,000	1,399 - 1,702

*Excluding superannuation.

Salaries have been rounded to the nearest AU\$250 for ease of reading, exclude Mason Frank margins, are base salaries not including commission or bonus, and are correct as of October 2025. Certain markets will exhibit variance due to differences in costs of living. For up-to-date information please contact Mason Frank directly.

NEW ZEALAND (NZ\$)

	PERMANENT*			CONTRACT
	First Quartile	Median	Third Quartile	Daily
Administrator	85,000	105,000	130,000	756 - 971
Business Analyst	100,000	125,000	150,000	958 - 1,277
CRM Manager	120,000	155,000	195,000	-
Developer	110,000	130,000	155,000	1,059 - 1,482
Functional Consultant	115,000	135,000	160,000	1,008 - 1,329
Integration / Mulesoft	130,000	160,000	190,000	1,040 - 1,600
Marketing Cloud Consultant	100,000	125,000	145,000	958 - 1,277
Project Manager	120,000	155,000	185,000	1,109 - 1,635
Solution Architect	150,000	180,000	210,000	1,310 - 1,583
Technical Architect	175,000	205,000	235,000	1,360 - 1,686
Technical Consultant	110,000	140,000	175,000	1,260 - 1,532

*Excluding Kiwi Saver.

Salaries have been rounded to the nearest NZ\$250 for ease of reading, exclude Mason Frank margins, are base salaries not including commission or bonus, and are correct as of October 2025. Certain markets will exhibit variance due to differences in costs of living. For up-to-date information please contact Mason Frank directly.

SINGAPORE (S\$)

	PERMANENT (MONTHLY)		
	First Quartile	Median	Third Quartile
Administrator	5,500	7,000	8,500
Business Analyst	7,000	9,000	11,000
Business Intelligence	7,000	9,500	12,000
CRM Manager	10,000	13,000	16,000
Developer	8,000	10,000	12,500
Functional Consultant	8,500	10,500	13,500
Functional / Solution Architect	14,000	16,500	19,000
Integration / Mulesoft	8,000	10,000	12,500
Marketing Automation	6,500	8,500	10,500
Project Manager	9,000	12,500	13,500
Quality Assurance (QA)	5,750	7,000	8,500
Technical Architect	16,500	19,500	22,500
Technical Consultant	6,500	9,500	12,500

Salaries have been rounded to the nearest S\$250 for ease of reading, exclude Mason Frank margins, are base salaries not including commission or bonus, and are correct as of October 2025. Certain markets will exhibit variance due to differences in costs of living. For up-to-date information and for contract/freelance rates please contact Mason Frank directly.

JAPAN (¥)

	PERMANENT		
	First Quartile	Median	Third Quartile
Administrator	4,430,000	5,460,000	6,720,000
Business Analyst	7,000,000	9,000,000	11,000,000
Business Intelligence	7,500,000	10,000,000	13,000,000
CRM Manager	9,000,000	12,000,000	15,000,000
Developer	6,000,000	8,700,000	10,800,000
Functional Consultant	8,000,000	10,000,000	12,000,000
Functional / Solution Architect	10,000,000	12,300,000	15,200,000
Integration / Mulesoft	10,000,000	12,500,000	15,000,000
Marketing Automation	7,000,000	9,500,000	11,000,000
Project Manager	11,000,000	13,000,000	15,000,000
Quality Assurance (QA)	5,000,000	8,000,000	11,000,000
Technical Architect	12,000,000	13,500,000	14,000,000
Technical Consultant	8,500,000	10,500,000	12,500,000

Salaries have been rounded to the nearest ¥10,000 for ease of reading, exclude Mason Frank margins, are base salaries not including commission or bonus, and are correct as of October 2025. Certain markets will exhibit variance due to differences in costs of living. For up-to-date information and for contract/freelance rates please contact Mason Frank directly.

ABOUT US

Salesforce recruitment is what we do

As the world’s leading Salesforce-specific talent firm, Mason Frank International has an unrivaled reach across the ecosystem.

Over the last **15** years, we’ve made placements with more than **15,300** organizations worldwide and have access to **213,000+** Salesforce candidates in our exclusive database, meaning we have the expertise and networks to make your perfect match.

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What our customers say

“We were looking to backfill a Salesforce Administrator role, as another contractor had dropped out for personal reasons. We needed a freelance candidate quickly with experience in Conga and QuickBooks. We already had a relationship with Mason Frank and knew they would be able to provide a quick turnaround. We were really impressed by the contractor they found and have decided to offer them a full-time, permanent role. As a non-profit, we also valued Mason Frank’s flexibility around our strict budget, ensuring we could fill this Salesforce position with a stellar candidate.”

Janelle Brunette, Chief Operating Officer

“I have been with Mason Frank International for almost 10 years and the commitment they offer is outstanding. They offer constant support even during inter-contract periods.”

Axel Kamalak, Salesforce Senior Admin/Dev

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Architects



Developers



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Technical Leads



Project Managers



Sales and Support Professionals



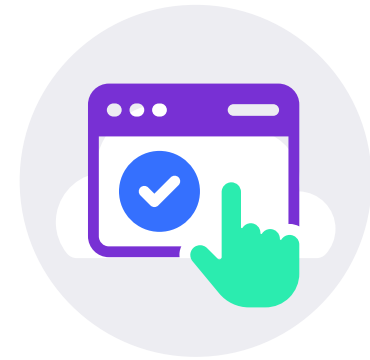
Trainers

MASON FRANK IN NUMBERS



213,000+

Salesforce professionals added to our database in 2024



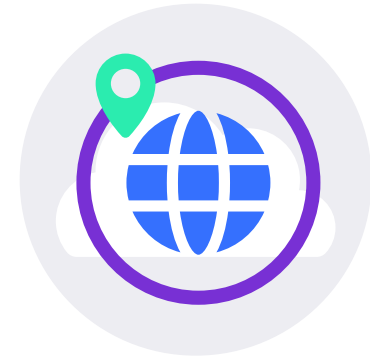
631,000+

annual visits to Masonfrank.com



2800+

interviews arranged for Salesforce roles in 2024



17

offices across North America, Europe, and Asia-Pacific



49+

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