


keen /

SALARY BENCHMARK 2025

Gain direct access to 5,000+ real-time salaries
across 66 roles in the Netherlands and Germany.

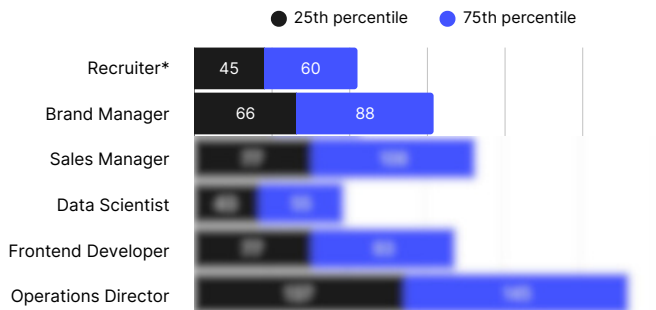
Powered by  talentup^{io}

Real-time data from
45 million salaries worldwide.



What's Inside

- Explore salary ranges from mid-senior professionals in NL & DE
- Compare data across domains (TA&HR, Business, Go-To-Market and Technology)
- Discover key trends from industry experts from Heineken, Mollie, Adyen and DataSnipper



*A Recruiter earns between 45K and 60K per year.

Introduction

2025 demands sharper decisions in your compensation strategy.



“Candidates tend to mainly have compensation top of mind when discussing their offer”.

Allan Nunes Messias

Head of Business Recruitment at Adyen

Are you paying your team competitively?

This report will help you stay ahead of the curve in the current hiring landscape. With growing competition, international shifts in talent, and pressure on retention, knowing what the market is doing is more critical than ever.

Methodology

No less than 50 samples for each position and level at a specific location.



5K

Salaries collected

300+


Sources

66

Job positions

4

Domains

Salary data backed-up by  talentup^{io}

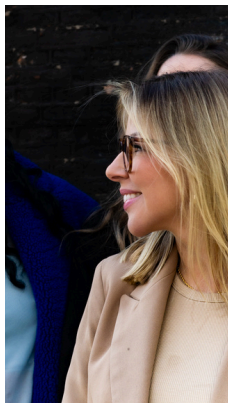
Monthly updated salary insights from 250M profiles worldwide.

About Us

Talent expertise + AI precision

We offer AI-enabled embedded recruitment (RPO) solutions for in-house talent teams of innovative scale-ups and enterprises across Europe.

- Flexibility, speed and quality assured
- Tailored to your hiring demand
- 3-week average time to hire
- 89% offer acceptance rate



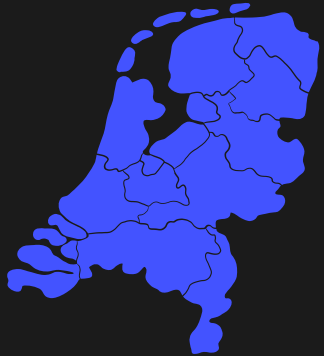
Companies we've worked with



Table of Contents



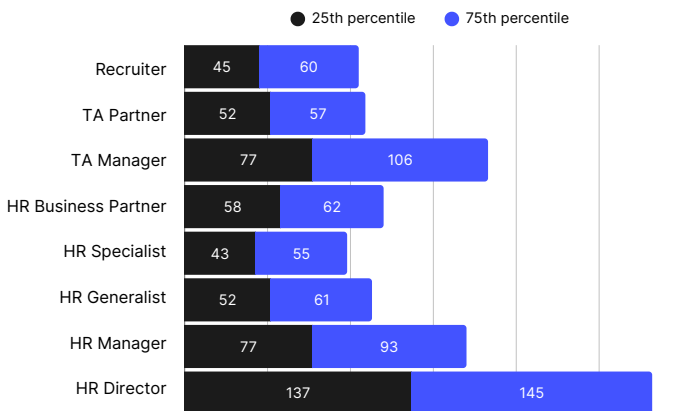
What's Inside	2
Introduction	3
Methodology	4
About Us	5
The Netherlands - Salary Data & Experts in the Spotlight	7
Germany - Salary Data & Experts in the Spotlight	17
Key Takeaways	28
Get in Touch	29
Appendix	30



The Netherlands

Talent Acquisition & Human Resources

This section provides an overview of the gross salary ranges for TA and HR professionals with 4-6 years of experience in the Netherlands. All figures represent annual salaries in thousands of euros.*



*For example: A Recruiter earns between 45K and 60K per year.

Expert in the Spotlight

How can organisations ensure their TA function remains competitive and aligned with evolving market trends?



Kobi Ampoma

Head of Talent Acquisition
Netherlands



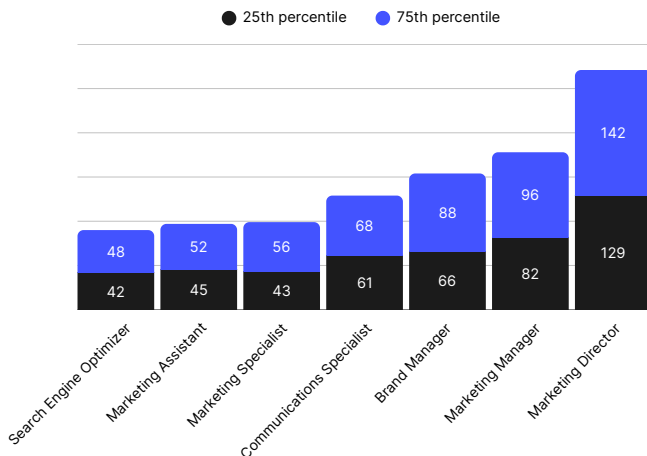
"I believe conducting a Talent Acquisition Maturity Assessment is key. It's not just a checkpoint - it's a strategic necessity. It helps TA functions identify strengths, uncover gaps, and continuously evolve to meet the ever-changing demands of the talent landscape.

By assessing maturity levels, TA teams can refine processes, adopt best practices, and elevate their impact on the business."

Go-To-Market

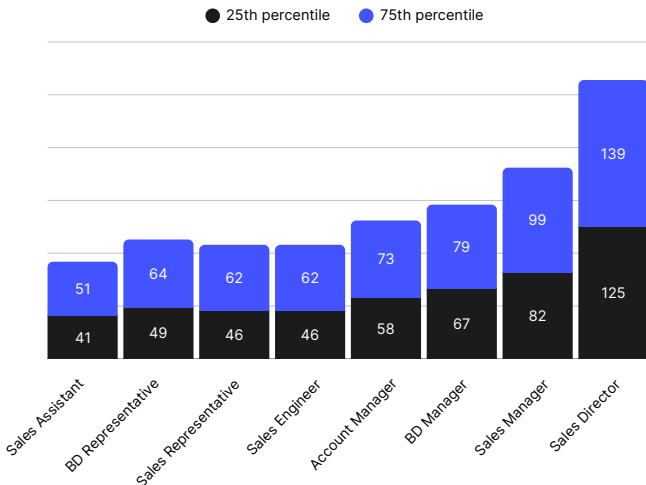
This section provides an overview of the gross salary ranges for Marketing and Sales professionals with 4-6 years of experience in the Netherlands. All figures represent annual salaries in thousands of euros.*

Marketing



*For example: A Search Engine Optimizer earns between 42K and 48K per year.

Sales



Elsemieke Wijgerse
Head of Operations
at WeAreKeen

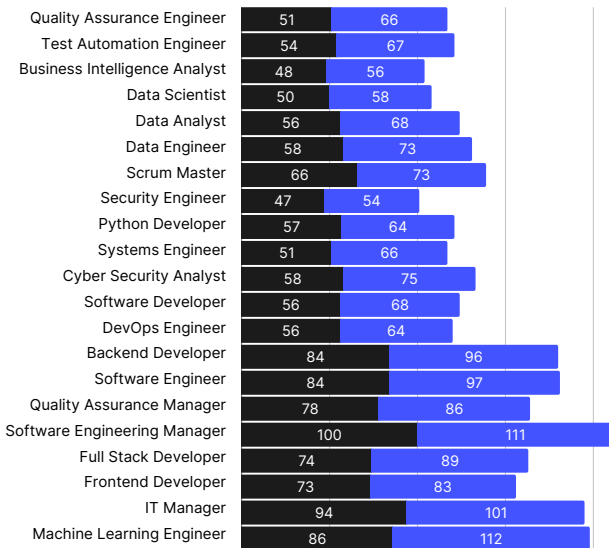
“Do you need support with finding key leadership hires? With our exec search label, KeenX, we can help you fill those roles quickly and efficiently.”

[Book a call](#)

Technology

This section provides an overview of the gross salary ranges for IT professionals with 4-6 years of experience in the Netherlands. All figures represent annual salaries in thousands of euros.*

● 25th percentile ● 75th percentile

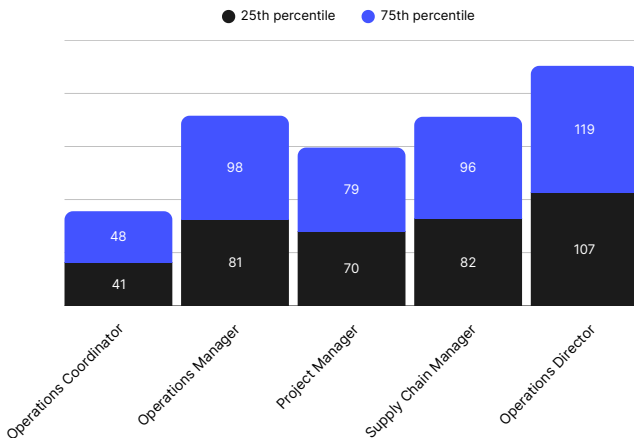


*For example: A Quality Assurance Engineer earns between 51K and 66K per year.

Business

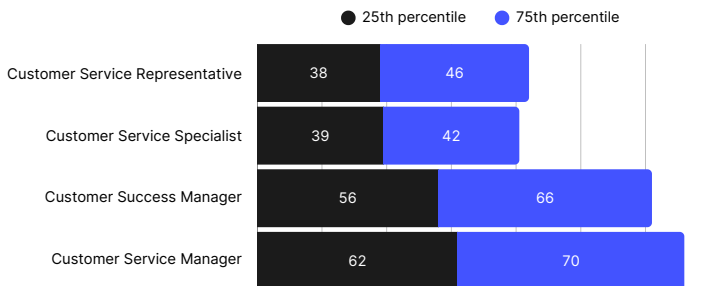
This section provides an overview of the gross salary ranges for business professionals with 4-6 years of experience in the Netherlands. All figures represent annual salaries in thousands of euros.*

Operations

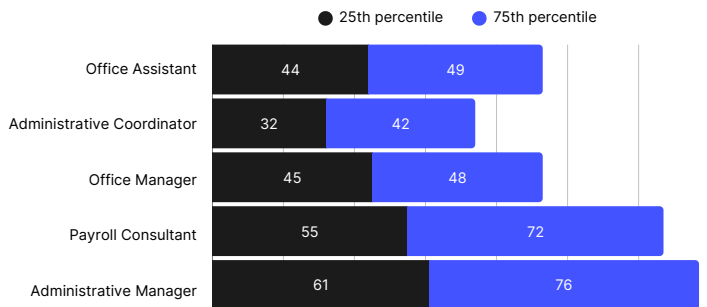


*For example: An Operations Coordinator earns between 41K and 48K per year.

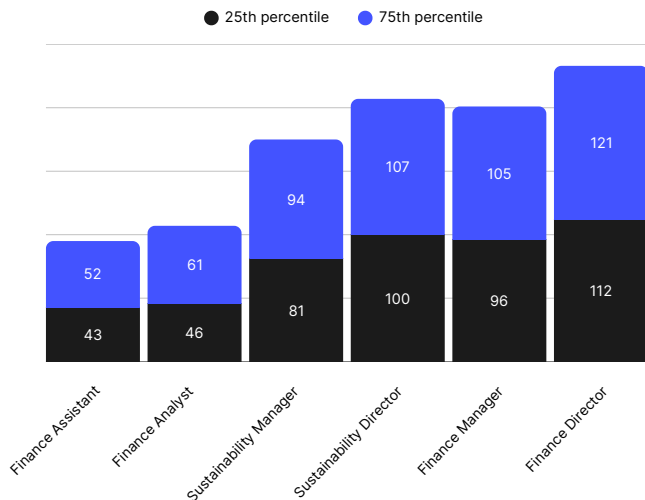
Customer Support



Administrative Support



Finance



How WeAreKeen made 74 hires for Mollie to support hyper growth

In a hot hiring market, we helped Mollie fulfil its high-volume recruitment targets with an 89% offer acceptance rate and 3-week average time to hire.

[Read more](#)

Expert in the Spotlight

What is important in creating a compelling offer in today's competitive market?



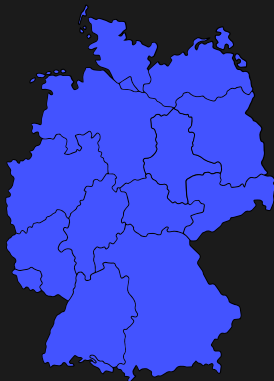
Allan Nunes Messias

Head of Business
Recruitment, EMEA
& APAC

"Candidates tend to mainly have compensation top of mind when discussing their offer, which really is only part of total rewards."

We expect our recruiters to understand the full rewards philosophy and incorporate benefits, company culture, growth opportunities and our ways of working to have a more holistic conversation about total rewards and the presented offer."

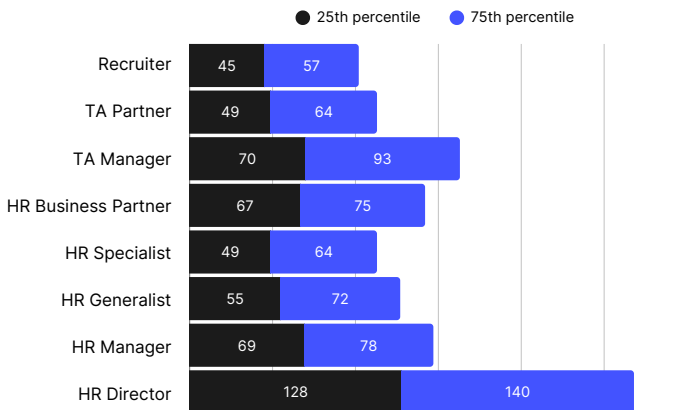
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Germany

Talent Acquisition & Human Resources

This section provides an overview of the gross salary ranges for TA and HR professionals with 4-6 years of experience in Germany. All figures represent annual salaries in thousands of euros.*

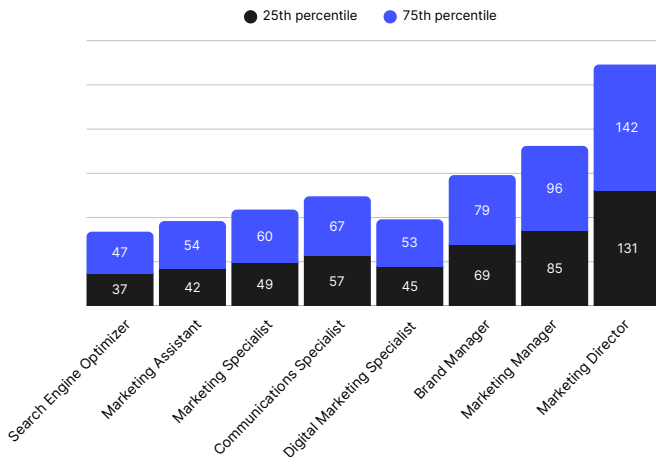


*For example: A Recruiter earns between 45K and 57K per year.

Go-To-Market

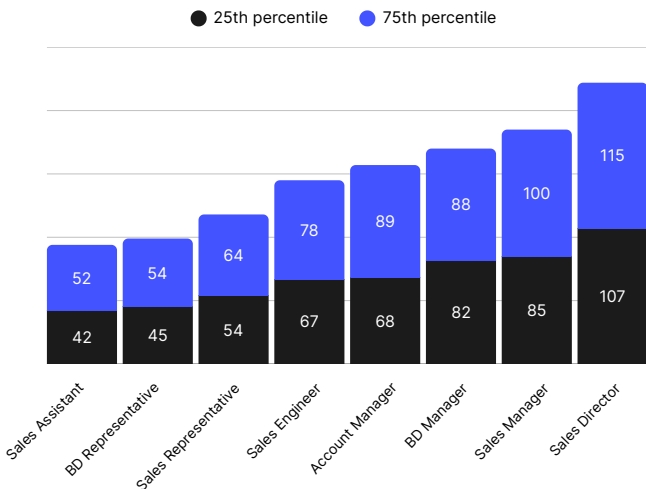
This section provides an overview of the gross salary ranges for Marketing and Sales professionals with 4-6 years of experience in Germany. All figures represent annual salaries in thousands of euros.*

Marketing



*For example: A Search Engine Optimizer earns between 37K and 47K per year.

Sales



Doeke Geertsma
Co-founder & CEO
at WeAreKeen

"Our fully managed solution embeds expert Talent Partners (Tech, GTM, and Business), coordinators, and sourcers within weeks, offering flexible, subscription-based hiring that adapts to your needs. Curious?"

Let's chat!

Expert in the Spotlight

Beyond competitive salaries, how does DataSnipper invest in skills development and career growth to retain top talent in a rapidly evolving industry?



Kasmeer Naggan
Talent Acquisition Lead

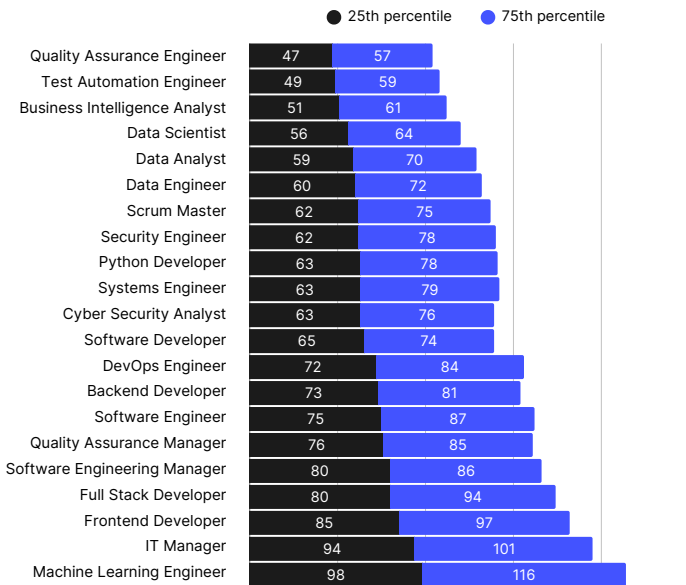


"At Datasnipper, we're all about growth - both for our people and our product! Beyond great salaries, we invest in learning programs, and a challenging work environment where you can get hands-on experience with the latest tech.

Our culture encourages knowledge-sharing, cross-functional collaboration, and leadership development, ensuring every team member has opportunities to grow. By fostering an environment of curiosity and professional advancement, we not only retain top talent but also enable them to thrive in their careers."

Technology

This section provides an overview of the gross salary ranges for IT professionals with 4-6 years of experience in Germany. All figures represent annual salaries in thousands of euros.*



*For example: A Quality Assurance Engineer earns between 47K and 57K per year.

Expert in the Spotlight

With tech talent in high demand, how does Mollie balance competitive salaries with long-term retention without exceeding budget constraints?



Marcus Morrison
Head of Talent Acquisition

mollie

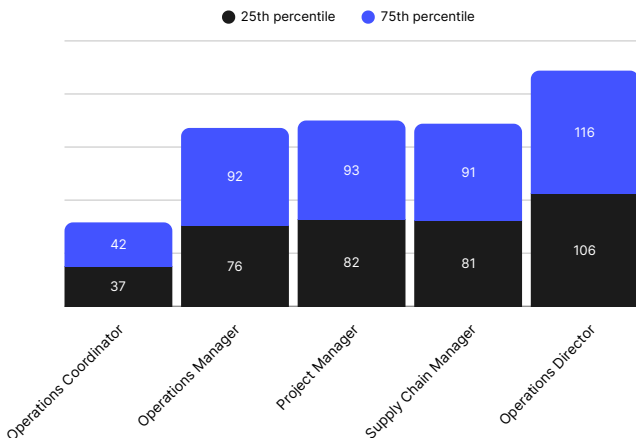
“We want to remain competitive when making offers to top talent but we also know (and don’t have the desire) to pay the highest salaries. We believe our total offering, including the non-monetary benefits, need to be the reason individuals want to join Mollie.

We strive to use multiple data points in regards to salary and other benefits to help us benchmark ourselves in the market. We are also always learning and quick to adjust when a previous hypothesis isn’t working.”

Business

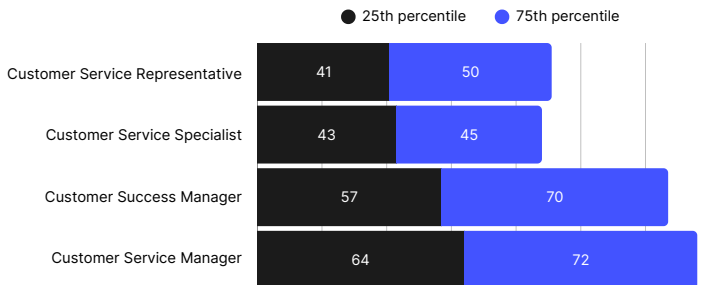
This section provides an overview of the gross salary ranges for business professionals with 4-6 years of experience in Germany. All figures represent annual salaries in thousands of euros.*

Operations

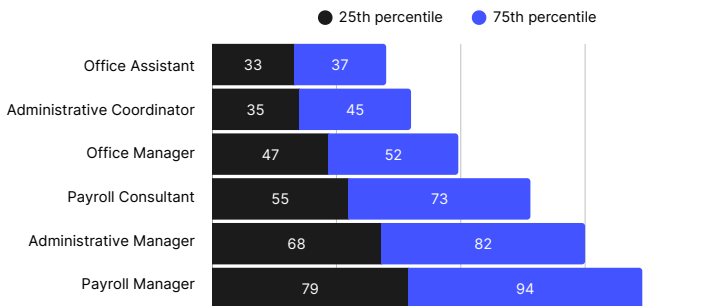


*For example: An Operations Coordinator earns between 37K and 42K per year.

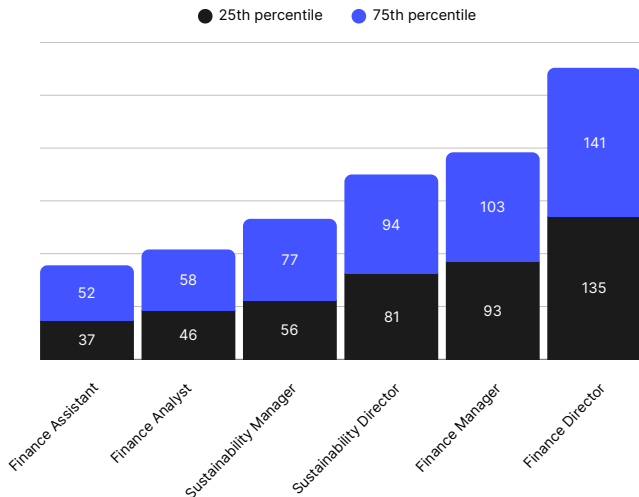
Customer Support



Administrative Support



Finance



Nick Goldie

Interim Head of People

"I was most impressed by how WeAreKeen rolled up their sleeves and got things done in a no-nonsense manner. I would definitely recommend their services - from initial problem scoping to providing top-level consultants. They are highly responsive, quick to help, and always with a smile!"



[Read case studies](#)



Conclusion

Key Takeaways

As the European talent market evolves, competitive salaries are crucial, but experts highlight the importance of a broader approach.

Beyond pay, companies must focus on professional growth, total rewards, and fostering a strong culture to attract and retain talent. As hyper-efficiency becomes the norm, it's essential to continuously assess your TA org to stay ahead of the curve.



Curious to learn more?



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- 📞 +31 (0)614 733 217
- ✉️ doeke@wearekeen.com
- 🔗 [Book a call!](#)

Doeke Geertsma

Co-founder & CEO at WeAreKeen

Get in touch



Embedded RPO

Whether you're looking to scale your teams, hire top tech talent, expand into new markets, optimise your hiring process, or make a crucial hire, our suite of tailored recruitment services has you covered.

Get in touch



Talent Market Insights

TalentUp offers comprehensive access to data on over 250 million professionals, 45 million salaries, and 8 million businesses. Updated monthly, this dynamic dataset provides an up-to-date view of the job market.

Request pricing

Appendix

The salaries are showcased as salary bands that span from the 25th percentile to the 75th percentile.

25th Percentile

This represents the salary level below which 25% of the professionals in the city earn. It gives you insight into the lower range of salaries in the local job market.


50th Percentile (Median)

While not explicitly mentioned, this is often the midpoint salary where half of the professionals earn more and half earn less. It serves as a reference point for the average salary.

75th Percentile

This reflects the salary level below which 75% of professionals in the city earn. It provides a view of the higher end of salaries in the local job market.

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45 million salaries worldwide.