

# 2025 it salary & benefits guide

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# a note about this report

## Understanding the Numbers Behind Tech Talent

This salary and benefits guide focuses on the numbers that underpin tech employment, retention, and workforce planning, what people are paid, what they expect, and what benefits they value most.

This year's data confirms what many tech employers have already been feeling: 2025 is a year of financial restraint and continued caution around remuneration. Only **60%** of Tech Employers plan to give their staff a pay rise this year, which is the same as 2024, but a notable drop from **93%** in 2023. For Tech Professionals, the picture is similar, with just **46%** receiving a pay increase last year.

Yet despite these tighter conditions, salary remains a clear decision-making factor. It's still the number one reason Tech Professionals accept or decline a job offer, well ahead of other factors. And pay increase expectations remain: one in three expect at least a moderate pay rise in 2025, even while many employers remain unsure whether increases will be possible.

## Beyond Pay: The Importance of Benefits

In a market where not all tech employers can offer top salaries, benefits and culture are powerful differentiators. Flexible work, career development, and wellbeing support continue to top the list of valued benefits. However, there's a gap between what Tech Employers claim to offer and what Tech Professionals report receiving, especially in areas such as progression and development.

In this guide, you'll find detailed breakdowns of salary bands and contractor rates by specialisation and job title, along with benefit trends and flexible work insights. Tech Employers can use this report to help benchmark remuneration packages, understand the expectations of today's tech workforce, and identify opportunities to stand out in a competitive hiring environment.

*This salary report is designed to support informed, confident decision making in New Zealand's ever-changing tech employment landscape. For a complete picture of the market, we recommend using this guide alongside our 2025 IT Job Market Report – together, they provide a comprehensive view of hiring trends, salaries, and workforce expectations.*

# methodology

This report has been compiled from multiple sources, including Absolute IT's annual Tech Professional and Tech Employer surveys, placements made by Absolute IT throughout the year, market research, and staff, client and candidate feedback.

## Annual Surveys

For this report, we surveyed **172** Tech Employers from a wide range of industries across New Zealand to understand their views on recruitment, industry trends, and challenges in the tech employment market. We also gathered insights from **1,111** Tech Professionals nationwide, exploring their job-seeking preferences, what matters most when choosing a new employer, and key job seeking and tech trends shaping the year ahead. These findings are backed by daily, real-world insights from Absolute IT consultants, drawn from their ongoing conversations with both employers and candidates across the sector.

## Salary and Hourly Rate Data

The figures shown represent base salary only, excluding the extras found in full remuneration packages, such as bonuses and incentive schemes, this guide also omits any intangible benefits, which can vary significantly depending on the industry, organisation, and location. While we are confident in the accuracy of our data, the salary and hourly rate ranges must be used as a guide only.

Salary and hourly rate information was collated using data collected from our annual surveys and database, including information from phone screened and interviewed candidates, placements made by Absolute IT, and feedback from our specialist Consultants.

Below is an example of the salary table that you will find at the end of this report:

	Annual Salary LOW	Annual Salary HIGH	Hourly Rate LOW	Hourly Rate HIGH
Job Title	150,000	170,000	125	150



# salary & remuneration data insights

# Salary & Expectation Trends

46%

of Tech Professionals  
received a pay increase  
in 2024

69%

of Tech Employers gave their  
staff a pay increase in 2024

*A 24% decrease from the year prior.*

60%

of Tech Employers are planning to  
give their staff a pay increase in 2025

18%

of eligible  
Tech Professionals  
received a bonus in 2024

## Top reasons organisations are not planning to give staff a pay increase in 2025



#1

Budget Cuts  
or Pressures



#2

Current  
Economic  
Environment

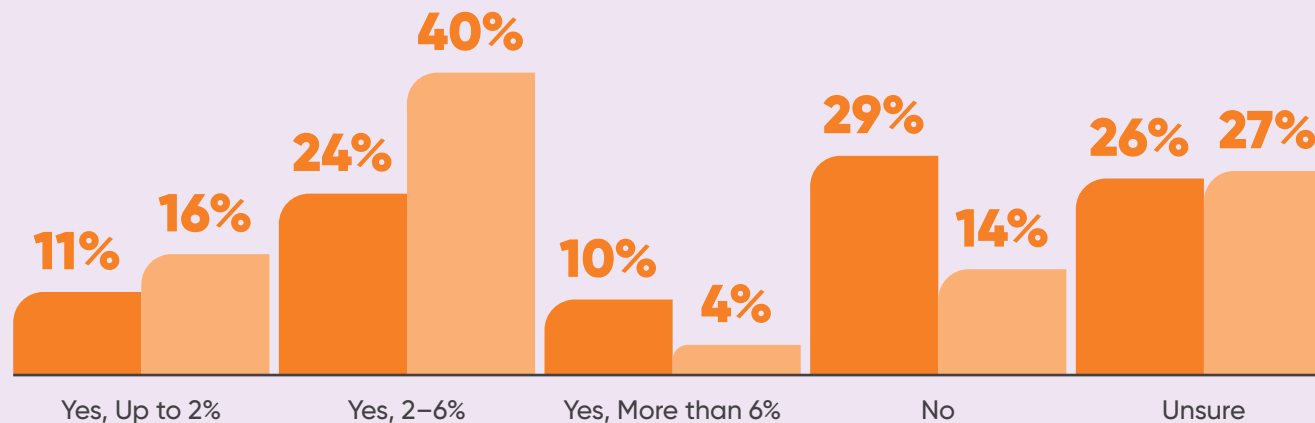


#3

Unsatisfactory  
Results or  
Performance



## Expected and Planned Pay Increase in 2025



- Tech Professionals that expect a pay increase in 2025
- Tech Employers that plan to give their staff a pay increase in 2025

Only **60%** of Tech Employers are planning on giving salary increases in 2025, with budget pressure cited as the main reason by those choosing not to give a salary increase. Tech Professionals, meanwhile, remain optimistic, with over a third expecting increases of 2% or more. This growing mismatch risks disengagement if expectations aren't managed.

Tech Employers can bridge expectation gaps with open pay conversations, regular benchmarking, and clear visibility of non-financial benefits.



Salary is the primary deciding factor on Tech Professionals accepting a new job offer.

## Top Three Non-Financial Factors that Influence Accepting a New Job Offer

### #1

Career Development Opportunities

### #2

More Interesting/  
Challenging Work

### #3

Better Work/  
Life Balance



# Tech Employment Benefits

## Top Benefits Offered by Tech Employers



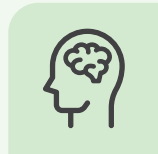
**#1**

Flexible, Hybrid or Remote Working Options



**#2**

Ongoing Training and Development



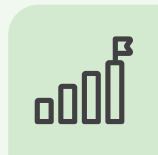
**#3**

Wellbeing Benefits  
*(e.g. mental health support, physical wellness initiatives)*



**#4**

Technology  
*(e.g. phone, laptop)*



**#5**

Career Progression Opportunities

## Top Benefits Received by Tech Professionals



**#1**

Flexible, Hybrid or Remote Working Options



**#2**

Technology  
*(e.g. phone, laptop)*



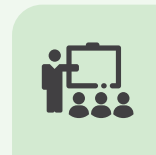
**#3**

Wellbeing Benefits  
*(e.g. mental health support, physical wellness initiatives)*



**#4**

Insurance  
*(free or subsidised, e.g. health, life, income etc.)*



**#5**

Ongoing Training and Development

## Most Important Benefits Ranked by Tech Professionals



**#1**

Flexible, Hybrid or Remote Working Options



**#2**

Career Progression Opportunities



**#3**

Ongoing Training and Development



**#4**

Insurance



**#5**

Additional Annual Leave



**#6**

Technology



**#7**

Wellbeing Benefits



**#8**

Parking



**#9**

Superannuation



**#10**

Paid Overtime



# Flexible, Hybrid & Remote Working

## 81%

of Tech Employers offer flexible, hybrid or remote working options to all or some of their tech staff

## 60%

of Tech Professionals are offered flexible, hybrid or remote working options by their current employer

## Types of Flexible Working Options Offered by Tech Employers



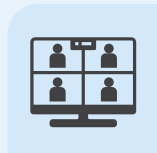
### 88%

Hybrid Working



### 58%

Flexibility to Start Early and/or Finish Late



### 28%

Fully Remote Working



### 28%

Core Required Hours, with Flexibility Outside of This



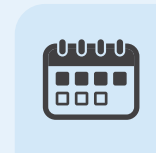
### 24%

Flexibility to Work Any Time Within a Range of Hours



### 10%

Complete Flexibility to Work Any Hours



### 9%

Condensed Work Week

## Why Tech Employers Offer Flexible Working Options

43%

25%

10%

10%

12%

- To help staff maintain work/life balance
- To retain staff who want the option
- To adapt to changes in business operations due to COVID-19
- To match industry expectations/standards
- Other

### Benefits of Offering Flexible Working Options



#1

Improved wellbeing – happy, motivated workers



#2

Wider talent pool – not limited to certain hours/locations



#3

Increased productivity – better environment and/or hours

### Drawbacks of Offering Flexible Working Options



#1

There are no drawbacks



#2

Impact on knowledge sharing and/or collaboration



#3

Impact on team dynamics

While many Tech Employers see no downside to offering flexible work, others acknowledge challenges around collaboration and team dynamics. Additional feedback from respondents paints a more nuanced picture. One employer noted, “Some individuals may take advantage of flexible working and treat it as an entitlement, rather than a privilege,” highlighting a cultural tension that can arise. Another pointed to the complexity of managing hybrid models across varied roles and personalities:

*“The drawback is balancing the needs of those that work well in the office and those that can work well remotely.”*

*These insights suggest that while flexibility is widely valued, getting it right requires ongoing communication, clarity, and intentional leadership.*



# What Tech Employers Can do to Manage and Promote Flexible Working



## Set Clear Expectations

Define what flexibility looks like in your organisation – including expected hours, communication, and in-office collaboration time – so it's seen as a joint responsibility that is beneficial for both the worker and the employer.

## Tailor Approach by Role and Team

Not every role or team will require the same level of flexibility. Work with teams to co-design arrangements that meet business needs and individual preferences, especially in mixed environments with frontline and support staff.

## Reinforce Leadership Capability

Train people leaders to lead hybrid teams effectively. Focusing on trust, outcomes-based performance, and inclusive decision-making will help maintain team cohesion regardless of location.

## Invest in Tools and Routines that Support Connection

Use digital tools and regular check-ins to maintain collaboration and knowledge sharing. Consider bringing teams together purposefully for innovation, planning, or culture-building sessions.

## Monitor and Adapt

Regularly check in with teams to understand what's working (and what's not). You could try using pulse surveys or informal feedback to continuously improve your hybrid model.



# it salary & contractor hourly rate guide



# cloud & infrastructure

Job Title	Annual Salary LOW	Annual Salary HIGH	Hourly Rate LOW	Hourly Rate HIGH
Application Support Analyst	70,000	110,000	50	100
Architect – Cloud	150,000	210,000	135	160
Architect – Data	150,000	200,000	130	160
Architect – Enterprise	150,000	230,000	140	180
Architect – Solutions	140,000	200,000	130	165
Cloud Engineer	100,000	150,000	100	140
Desktop Support Engineer	70,000	90,000	50	80
Help Desk/Technical Support	65,000	90,000	50	75
Infrastructure Engineer	100,000	160,000	65	130
Network Engineer	85,000	140,000	65	125
Principal Advisor	130,000	160,000	110	160
Security Engineer	100,000	200,000	90	140
Service Desk Analyst	65,000	85,000	50	85
Systems Administrator	90,000	120,000	50	100
Systems Engineer	100,000	145,000	75	100
Technical Consultant – Infrastructure	130,000	180,000	110	135
Technical Consultant – Software	140,000	200,000	120	150

# data

Job Title	Annual Salary LOW	Annual Salary HIGH	Hourly Rate LOW	Hourly Rate HIGH
Business Intelligence Analyst	95,000	135,000	100	130
Business Intelligence Developer	110,000	150,000	105	135
Data Analyst	80,000	130,000	85	125
Data Engineer	110,000	155,000	100	140
Data Scientist	110,000	160,000	100	130
Data Warehouse Developer	115,000	150,000	100	130
Database Manager	130,000	170,000	120	150
Reporting Analyst	85,000	125,000	75	120

# sales

Job Title	Annual Salary LOW	Annual Salary HIGH
Business Development Manager	95,000	160,000
Partner Service Coordinator	115,000	145,000
Technical Relationship Manager	105,000	150,000
Technical Sales Consultant	90,000	115,000

# development & testing

Job Title	Annual Salary LOW	Annual Salary HIGH	Hourly Rate LOW	Hourly Rate HIGH
Application Support Analyst	75,000	110,000	50	100
Automation Test Analyst	85,000	140,000	110	125
Back End Developer	110,000	150,000	100	130
DevOps Engineer	125,000	160,000	110	140
Front End Developer	110,000	140,000	100	130
Full Stack Developer	110,000	150,000	100	140
Quality Assurance Analyst	85,000	130,000	95	125
Release Manager	120,000	150,000	100	130
Software Analyst Programmer	110,000	140,000	110	130
Software Developer	110,000	150,000	110	140
Software Engineer	110,000	150,000	110	140
Test Analyst	90,000	130,000	95	120
Test Engineer	110,000	145,000	100	120
Web Developer	80,000	125,000	80	120



# digital

Job Title	Annual Salary LOW	Annual Salary HIGH	Hourly Rate LOW	Hourly Rate HIGH
Customer Success Manager	90,000	125,000	50	80
Digital Business Analyst	120,000	140,000	110	140
Digital Delivery Manager	130,000	160,000	125	140
Digital Marketing Assistant	60,000	105,000	55	80
Digital Optimisation Specialist	75,000	140,000	75	100
Digital Project Manager	130,000	160,000	125	140
Head of Product	180,000	250,000	140	180
Product Manager	130,000	180,000	125	140
Product Owner	120,000	170,000	125	140
UI Designer	90,000	150,000	90	130
UX Designer	110,000	160,000	100	130

# management & executive

Job Title	Annual Salary LOW	Annual Salary HIGH	Hourly Rate LOW	Hourly Rate HIGH
Chief Digital Officer	180,000	330,000	180	250
Chief Information Officer	225,000	370,000	180	250
Chief Technology Officer	200,000	360,000	180	250
Client Engagement Manager	175,000	250,000	115	140
Implementation Lead	180,000	240,000	120	145
IT Manager	140,000	200,000	115	150
Management – Data & Analytics	135,000	200,000	125	180
Management – Digital Marketing	150,000	195,000	110	175
Management – Engineering	140,000	220,000	120	170
Management – Help Desk/IT Support	125,000	155,000	105	135
Management – Security	175,000	250,000	145	180
Chief Information and Security officer	180,000	300,000	160	250
Management – Software Development	150,000	240,000	125	170
Management – Test	130,000	170,000	125	150
Management – UX/UI	145,000	180,000	145	160
Management – Web Development	140,000	165,000	120	150
Management Consultant	160,000	170,000	125	180
Practice Lead	140,000	185,000	125	145
Service Delivery Manager	130,000	185,000	120	145
Technical Lead	140,000	180,000	115	140

# project services

Job Title	Annual Salary LOW	Annual Salary HIGH	Hourly Rate LOW	Hourly Rate HIGH
Agile Delivery Lead	150,000	170,000	125	150
Business Analyst	100,000	130,000	105	125
Business Analyst – Senior	120,000	140,000	115	135
Change Advisor	100,000	115,000	85	115
Change Manager	170,000	190,000	120	200
Chapter Lead	165,000	200,000	145	160
Delivery Coordinator	85,000	110,000	90	100
Delivery Lead	135,000	160,000	115	160
Programme Coordinator	95,000	115,000	100	120
Programme Manager	170,000	250,000	150	200
Project Coordinator	85,000	110,000	80	110
Project Manager	100,000	130,000	110	130
Project Manager – Senior	125,000	160,000	125	150
Scrum Master	120,000	140,000	100	130
Technical Writer	100,000	130,000	90	110



Absolute IT was founded in 2000 as a start-up determined to disrupt the recruitment landscape. Today, we have four offices in Auckland, Hamilton, Wellington, and Christchurch. As a specialist IT recruitment agency, we take the time to really know the unique New Zealand technology market inside and out. We focus on understanding the needs of the businesses and the people we work with so that we can make the absolute best connections.

# about us



## Exceptional People

Hiring the right people is essential for your business. That's why we set high standards for our own team – ensuring you work with recruitment specialists who know and understand the tech industry in New Zealand. Our consultants undergo a rigorous selection, induction and training process, so you can trust that you're getting the experience and advice you need when hiring your team. We invest in career development and progression, ensuring our team can help you secure the right people to drive your business forward.

## Areas of Expertise



Agile/Scrum



DevOps &  
Site Reliability



Programme &  
Project Services



AI & Machine Learning



Digital



Sales



Architecture



Engineering



Security



Business Analysis



Executive &  
Management



Technical Support



Cloud & Infrastructure



Networking &  
Telecommunications



Testing & Quality  
Assurance



Data – Analysis,  
Engineering &  
Development



Procurement &  
Commercial



UX & UI



Development



Product Management  
& Ownership

## Committed to Growing New Zealand's Tech Sector

When you partner with Absolute IT, you're working with a recruitment agency that's deeply invested in New Zealand's technology sector. We support the industry through recurring sponsorships and active participation in leading events, ensuring we stay at the forefront of tech trends and innovation. We also collaborate with key organisations like NZ Tech and the Technology Investment Network (TIN) to provide the latest market insights and connections that benefit your hiring strategy.





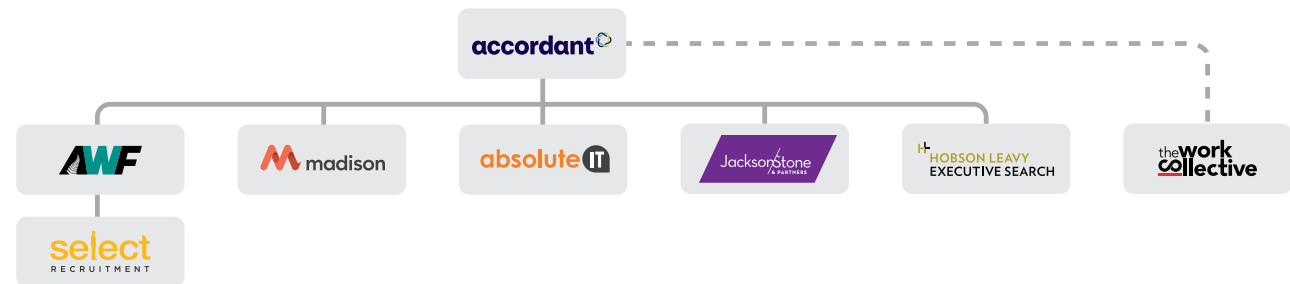


# the accordant group

Delivering recruitment, resourcing and people solutions across New Zealand.

Absolute IT is part of the Accordant Group, which is the only staffing provider listed on the NZX. The Group comprises five businesses: Absolute IT, AWF, Hobson Leavy, JacksonStone & Partners and Madison Recruitment. Accordant Group's capability spans all levels and aspects of commercial and industrial recruitment services, including permanent roles, temporary assignments and contractor placements. In addition to this, in 2019 Accordant established The Work Collective, a social impact initiative that helps people with persistent barriers to work meaningful employment.

To find out more, [visit accordant.nz](https://www.accordant.nz)



**Absolute IT** is a specialist agency that operates solely in the tech and digital market, recruiting permanent and contract IT professionals.

**Hobson Leavy** is a retained executive search firm with an extensive track record in both the public and private sectors, successfully appointing some of New Zealand's most senior leaders at Board, CEO and Executive level.

**Madison** recruits temporary, contract and permanent staff for a broad range of clients and industries in the commercial and government sectors.

**AWF** provides labour hire and recruitment services from 20 branches across the country including Select Recruitment in Dunedin.

**JacksonStone & Partners** is one of the most experienced executive search, recruitment and contracting agencies in New Zealand, covering all disciplines up to chief executive and board appointments across the private, public and not-for-profit sectors.

**The Work Collective**, our social employment initiative, is supported by each of our businesses and focuses on helping people with barriers to employment find meaningful work opportunities.



**absoluteit.co.nz**

For more information about this report, hiring tech talent,  
or finding your next opportunity, please contact us.

