

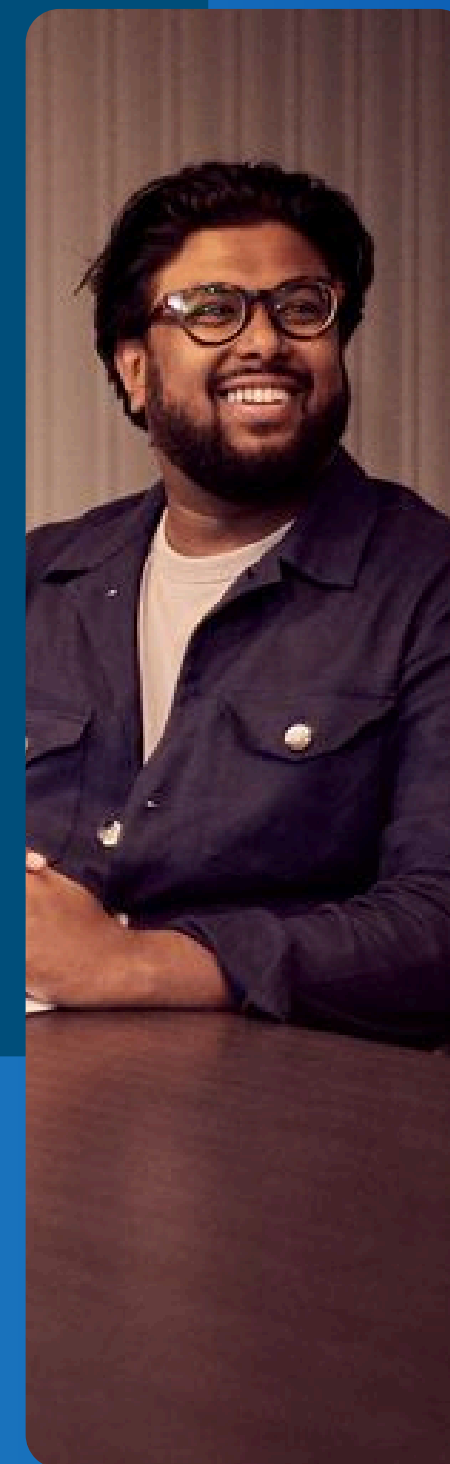


Ethos BeathChapman

2026

Market Insights

Information Technology





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Information Technology

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Meet the Team



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Meet the Team



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Skills: Past vs Future Demand

Demand is shifting from broad, general delivery capability to specialised, domain aligned skills particularly in AI, Data, and advanced technology.

AI

Data

Technology
Simplification

Cloud

In the Last 12 Months

People have been focused on more general demand across:

Developers

Engineers

Project
Delivery Roles

In the Next 12 Months

Hiring demand looks set to continue to focus on niche, specialised and product or content driven roles with demand focusing on clearly defined, high-skill areas such as:

AI / ML

Data
Engineering

Cloud
Specialisation

Cyber





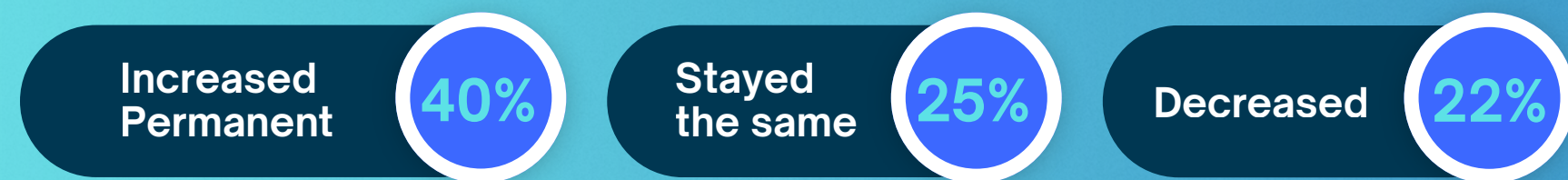
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What Matters in Hiring

Top priorities for companies are technical skills and domain experience as well as strong cultural alignment. Least important priorities for companies are qualifications.

It's a fragmented and volatile market, with a mixture of both growth and contraction across skills and domains. More organisations have increased headcount than reduced it but only marginally.

Headcount over the last 12 months



Hiring requirements are now very specific and linear, favouring candidates who have done the exact role within a specific industry previously.

Employers increasingly favour exact skill matches over broad or transferable abilities, reflecting a shift toward faster perceived ROI. When companies are hiring they want a quick and easy return with little ramp up period.





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Hiring Challenges

Skills Shortage

44%

Cannot Find
the Right Skills

44%

Budget
Constraints

34%

Salary
Expectations

30%

Niche
Competition

29%

Hybrid Working

Maintain Current
Flexibility

68%

Reducing
Flexibility

28%

Increasing
Flexibility

4%

Hybrid working arrangements have shifted slightly as organisations focus more on productivity and efficiency. Many employees have been mandated to return to the office more regularly and some organisations planning further increases over the next year. However for most, it has stabilised at a balanced arrangement.





Retention Challenges

Retention is driven more by structural/financial constraints than culture, seemingly organisations feel they might not be able to afford to keep talent, a dual issue of budget cuts meaning there may be headcount reductions but due to the lack of budget wage growth can't keep up with employees demands.

Budget Constraints

62%

Lack of Career
Progression

48%

Burnout

26%

Retention Solutions

Organisations are trying to solve retention through career development and upskilling not pay. Many will turn to AI training to attempt to retain staff.

Career Pathways

65%

Upskilling

62%

Compensation

13%

What Employees Want

Employees want: Growth, Pay and Development.

Career Progression

61%

Compensation

54%

Upskilling

50%

Leadership

44%



Hiring Trends

Hiring is targeted, not expansive. In keeping with other trends we're observing, organisations are looking to hire in small select pockets of perceived high value areas that increase efficiency and productivity while saving cost.

Selective hiring

64%

Minimal hiring

16%

Growth hiring

7%

Alternate Workforce Models

Despite cost pressures, organisations are not broadly expanding outsourcing or offshoring, instead prioritising internal productivity gains through restructuring and automation. Some firms (which have been noted in the media recently) are selectively offshoring roles for cost reduction, but the broader trend is shifting toward AI and automation replacing tasks that were previously outsourced, reducing reliance on external providers.

No Increase
47%

Outsourcing
25%

Critical Skills

Unsurprising AI is the most sought-after skillset and biggest challenge in the next 12 months.

AI
70%

Data
47%

Cloud
41%

Cyber
33%





Ethos BeathChapman Salary Guide - Information Technology

Job Title	Perm (Base)	Contract (Base, Daily Rate)
Development		
Development Manager	\$170-210K	\$1,100-\$1,300
Technical Lead	\$160-180K	\$950-\$1,150
Senior Engineer	\$145-175K	\$800-\$1,100
Analyst Programmer	\$95-120K	\$600-\$800
Software Engineer	\$100-150K	\$500-\$1,000
Software Engineering Manager	\$180-220K	\$1100-\$1,300
Full Stack Developer	\$100-150K	\$500-\$1,000
Front End Developer	\$120-150K	\$700-\$1,000



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Job Title	Perm (Base)	Contract (Base, Daily Rate)
Architecture		
Solution Designer	\$180-\$210K	\$1000-\$1,150
Solution Architect	\$200-\$240K	\$1150-\$1,450
Integration Architect	\$180-\$210K	\$1100-\$1,300
Data Architect	\$180-\$240K	\$1200-\$1,450
Enterprise Architect	\$240-\$270K	\$1300-\$1,600
Head of Architecture	\$300K+	\$1,500K+
Solution Designer	\$180-\$210K	\$1000-\$1,150
Solution Architect	\$200-\$240K	\$1150-\$1,450



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Job Title	Perm (Base)	Contract (Base, Daily Rate)
Data		
Data Analyst	\$110-\$130K	\$550-\$750
Senior Data Analyst	\$130-160K	\$750-\$1,000
Data Scientist	\$130-\$160K	\$900-\$1,000
Senior Data Scientist	\$160-\$190K	\$1,000-\$1,200
ML Engineer	\$120-150K	\$700-\$900
Senior ML Engineer	\$160-190K	\$1,000-\$1,200
Principal ML Engineer	\$200-250K	\$1,200-\$1,500
MLOps Engineer	\$130-150K	\$800-\$900



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Job Title	Perm (Base)	Contract (Base, Daily Rate)
Data		
Senior MLOps Engineer	\$160-190K	\$1,000-\$1,200
Data Engineer	\$110-140K	\$700-\$850
Senior Data Engineer	\$150-180K	\$900-\$1,100
DataOps Engineer	\$120-150K	\$700-\$900
Senior DataOps Engineer	\$160-180K	\$1,000-\$1,200
BI Analyst	\$120k-\$130K	\$800-\$900
Senior BI Analyst	\$130k-\$160K	\$900-\$1,000
Data Engineering Manager	\$180-220K	\$1,200-\$1,400



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Job Title	Perm (Base)	Contract (Base, Daily Rate)
Data		
Analytics/BI Manager	\$170k-\$200K	\$1,100-\$1,200
Head of Data	\$240-300K	\$1,500-\$2,000
Head of BI	\$240-300K	\$1,500-\$2,000
Chief Data Officer	\$300-450K	\$2,000-\$2,500
Analytics/BI Manager	\$170k-\$200K	\$1,100-\$1,200



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Job Title	Perm (Base)	Contract (Base, Daily Rate)
Testing		
Test Analyst	\$85-\$130K	\$500-\$700
Test Lead	\$160-\$200K	\$800-\$1,150
Test Manager	\$170-\$220K	\$1,000-\$1,200
Program Test Manager	\$180-\$220K	\$1,000-\$1,150
Test Automation Engineer	\$130-\$160K	\$800-\$1,000
Test Automation Lead	\$160-\$190K	\$900-\$1,100



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Job Title	Perm (Base)	Contract (Base, Daily Rate)
Digital & Design		
CDO	\$220-\$350K+	\$1,250-\$2,000
CPO	\$200-\$300K+	\$1,250+
GM Digital	\$225-\$350K	\$1,250-\$2,000
Head of Digital	\$180-\$250K	\$1,100-\$1,400
Head of Product	\$180-\$220K	\$1,000-\$1,400
Product Owner	\$125-\$170K	\$750-\$1,000



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Job Title	Perm (Base)	Contract (Base, Daily Rate)
Digital & Design		
UX/Product Design Lead	\$170-\$190K	\$750-\$1,000
Senior UX Designer	\$145-\$170K	\$700-\$1000
UX Designer	\$110-\$140K	\$500-\$750
Visual/Product Designer	\$90-\$140K	\$500-\$750
Service Designer	\$90-\$40K	\$500-\$750
Mobile Developer	\$125-\$175K	\$800-\$1,000



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Job Title	Perm (Base)	Contract (Base, Daily Rate)
Infrastructure		
Support Manager	\$150-\$170K	\$700-\$1,000
Systems Engineer	\$140-\$160K	\$800-\$1,100
System Administrator	\$120-\$140K	\$500-\$800
Head of Infrastructure	\$180-\$220K	\$1,000-\$1,400
Head of Service Delivery	\$180-\$200K	\$900-\$1,200
DevOps Engineer	\$140-\$170K	\$700-\$900
Senior DevOps Engineer	\$180-\$200K	\$900-\$1,200



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Job Title	Perm (Base)	Contract (Base, Daily Rate)
Infrastructure		
Lead DevOps Engineer	\$200-\$220K	\$1,100-\$1,400
Site Reliability Engineer	\$150-\$170K	\$750-\$1,000
Senior SRE	\$170-\$200K	\$900-\$1,200
Lead SRE	\$200-\$220K	\$1,100-\$1,300
DevOps Manager	\$215-\$240K	\$1,200-\$1,400
Head of DevOps	\$235-\$280K	\$1,300-\$1,400
Cloud Engineer	\$140-\$170K	\$700-\$1,000
Cloud Architect	\$180-\$200K	\$1,000-\$1,300



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Job Title	Perm (Base)	Contract (Base, Daily Rate)
Security		
CISO	\$350K+	\$1,400-\$2,200
Head of Security	\$240-\$275K	\$1,200-\$1,300
Security Operations Manager	\$200-\$260K	\$1,150 - \$1,300
Security Architect	\$200-\$220K	\$1,150-\$1,250
Enterprise Security Architect	\$240-\$260K	\$1,250-\$1,350
Security Analyst	\$110-\$140K	\$575-\$750
Senior Security Analyst	\$150-\$170K	\$775-\$900



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Job Title	Perm (Base)	Contract (Base, Daily Rate)
Security		
Principal Security Analyst	\$180-\$220K	\$1,075-\$1,175
Security Engineer	\$120-\$150K	\$675-\$950
Senior Security Engineer	\$160-\$180K	\$975-\$1,075
Product Security Manager	\$220-\$250K+	\$1,175-\$1,250
DevSecOps Engineer	\$160-\$180K	\$800-\$1,200
Senior DevSecOps Engineer	\$180-\$220K	\$1,100-\$1,300