

2020 ANZ Salesforce Market Survey

Presented by Talent Hub, the Salesforce Recruitment Experts

Current Work Situation



The contract market makes up **21%** of the ANZ Salesforce ecosystem
31% of Project Managers are currently working in a contract role, making this the biggest contract market in ANZ. This replaces the largest group last year, which were NSW Salesforce Developers

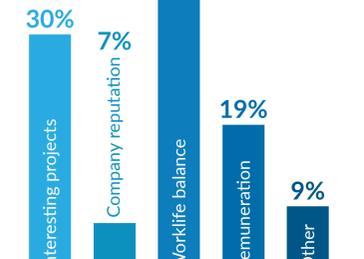


Attracting and Retaining Top Talent

34% of Salesforce professionals said that the opportunity to work on challenging projects was the number one attraction to their current role



35% of Salesforce professionals could be tempted by a new role if it offered better **work life balance**, which is the biggest attractor overall across Salesforce professionals in ANZ as a whole in 2020



Last year surveyed Salesforce professionals said that interesting projects was the most important factor when looking at new opportunities



Marketing Cloud professionals surveyed are the group most attracted by remuneration, with **33%** prioritising remuneration when looking at new opportunities

Huge Demand



74% of Salesforce professionals are contacted 2 or more times per month regarding new opportunities

25% are contacted at least 5 times



37% of Salesforce Developers are contacted 5 or more times a month regarding other opportunities

Remuneration and Upskilling

76% of Salesforce professionals wouldn't move role unless they were securing a pay rise
24% are looking for an increase of **20%** or more

Last year, the biggest movers in the Salesforce market due to remuneration were Salesforce Developers based in Victoria

25% of these having moved on their last permanent role due to this reason

In 2020 only **8%** of Salesforce Developers commented that remuneration was the primary reason for accepting their most recent role



This year, the biggest movers to their current/last role due primarily to remuneration are Functional Consultants at **21%**, with Marketing Cloud professionals being most driven by remuneration when considering their next role (**33%**)

56% of Salesforce professionals feel that additional Salesforce certifications should be rewarded with a higher salary/daily rate



61% of Salesforce Administrators feel that their salary/daily rate should go up when additional Salesforce certifications have been achieved

This has dropped slightly from **73%** last year

65% of Salesforce Platform Managers feel that salaries and daily rates are secured up when additional Salesforce certifications are secured

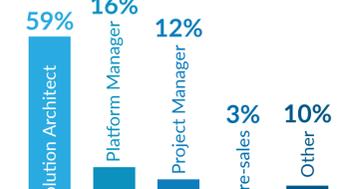
This has risen significantly from only **22%** who felt like this last year. Is this misalignment in expectations reducing?

The Salesforce Developer

55% of Salesforce Developers are currently upskilling in other programmatic languages

62% of Salesforce Developers believe that the role of a Salesforce Developer shouldn't be split between front and back-end positions

Aspirations After Functional Consultant



Salesforce Events

41% of Platform Managers surveyed said that networking is the thing that they feel they themselves and their team gain the most from Salesforce events

Review Boards and Mentorship

Only **15%** of non-certified Technical Architects don't aspire to become a CTA

Of those who do have aspirations, **83%** believe that this will become a reality in the next 2 years

44% of Salesforce Technical Architects have a mentor, versus **57%** last year

19% of Salesforce Business Analysts reported having a mentor this year, versus only **5%** last year, which is a significant rise

37% report feeling the same sentiments about the Salesforce market as 2019

Salesforce Team Turnover



41% of Salesforce professionals expect to leave their current role in the next 12 months dropping from **51%** last year, with **17%** planning to leave in the next 6 months, down from **22%** last year

Do these drops indicate an improvement in retention?

Salesforce Technical Architect is the market with the least turnover expected, with **66%** planning to be with their current employer this time next year

A Growing Contract Market

29% of Salesforce professionals said that they would prefer a contract role in their next move

The markets with the greatest desire for a contract role are Mulesoft professionals and Salesforce Developers

47% Mulesoft Professionals
41% Salesforce Developers

Where do Salesforce Professionals Most Want to Work?

39% of Salesforce professionals in ANZ that we surveyed, would ideally like to work for Salesforce itself, over any other company

25% would ideally like to work for a private end user organisation, excluding Salesforce itself

13% would like to work for a Consulting Partner as a first preference

25% would like to work for a Not-for-Profit organisation in comparison to other sectors

This is up from **1%** last year



Only **3%** of Salesforce professionals would prefer to work for a Not-for-Profit organisation in comparison to other sectors

This is up from **1%** last year

There's a Lot of Choice for Salesforce Professionals

56% of jobseekers interviewed for 2 or more jobs the last time they moved role

Only **3%** of Salesforce professionals would prefer to work for a Not-for-Profit organisation in comparison to other sectors

This is up from **1%** last year

Salesforce Teams and Projects

35% of Platform Managers currently don't have any direct reports

21% have between 2 and 4 direct reports

31% have between 5 and 9

81% of Salesforce Project Managers consider a blend of Agile and Waterfall to be the best methodology for delivering Salesforce projects #Wagile

Most Salesforce professionals surveyed told us that they prefer to work for a company with a global headcount of between 51-250

79% of Salesforce professionals across ANZ surveyed would prefer not to work at a start-up organisation

Let's Talk Lightning

45% of Salesforce Developers are yet to build Lightning Web Components in a practical environment outside of Trailhead/Dev org

79% of Salesforce Administrators told us that they prefer using Lightning over Classic

A Spotlight on Mulesoft

73% Most Mulesoft professionals reported feeling happy when Salesforce acquired Mulesoft

Most Mulesoft professionals said that they're currently investing time into learning more about the Salesforce core platform

67%

Mulesoft professionals in ANZ are the group most influenced by interesting projects when looking at new opportunities

47% selected this element as the most important factor to them

The Marketing Cloud Market

Most Marketing Cloud professionals said that they think it's important for them to have a good understanding of the Salesforce core platform

67% of Marketing Cloud professionals said that we asked have spent 4 years or longer working in the Salesforce/ExactTarget ecosystem

61%

51%

45%

61% of Marketing Cloud professionals came into the Salesforce ecosystem from a marketing background

51% of Marketing Cloud professionals that were surveyed would consider a role outside of the Salesforce ecosystem, although many commented that they would stay in the cloud based technology space

Despite this, **45%** of those surveyed said that Salesforce itself would be the place that they'd most like to work

Awesome Admins

86% of Salesforce Administrators support more than one Salesforce product

62% support 2-3 Salesforce products

81% Most Salesforce Administrators surveyed said that they shouldn't be expected to code

39%

27%

15%

5%

14%

The preferred next step for Salesforce Administrators

Review Boards and Mentorship

37%

25%

37% of those expecting to become a Certified Technical Architect in the future, believe that this could realistically be achieved in the next 12 months

Last year this was **25%**

19% of Salesforce Administrators told us that they have a mentor versus **29%** last year

59% of Salesforce professionals feel more positive about the Salesforce market than last year

79% Most Salesforce Administrators surveyed feel that their employer is getting a positive return on their Salesforce investment