Salesforce Quarterly Report: ANZ Q1 2025

Q1 Summary

"The market definitely seems to be trending up, so let's hope that continues and gains further pace. The highest demand still seems to be in the government space, whether that's working directly for government departments as contractors, or working through Salesforce partners who are engaged to deliver services to different departments"

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Overview

From the data we have, we can see that the volume of Salesforce jobs being advertised in both Australia and New Zealand was up for Q1, both compared to Q4 of 2024, as well as looking back to the figures in Q1 2024.

The market definitely seems to be trending up, so let's hope that continues and gains further pace. The highest demand still seems to be in the government space, whether that's working directly for government departments as contractors or working through Salesforce partners who are engaged to deliver services to different departments. The highest volume of the hiring we are seeing is still to work on Federal government projects in Australia, especially for Salesforce Developers and Technical Leads, even more so with OmniStudio experience. And in the last few weeks, we have seen some Salesforce partners mass hiring for OmniStudio skills, some looking for up to 15 people at a time. The challenge here is that a lot of these roles do require Australian citizens. So if you are an Australian citizen and you're a Salesforce Developer with OmniStudio skills, the market really is hot for you right now. Likewise, if you have an Australian citizen Salesforce Developer with Omnistudio skills in your team, you had better be treating them well.

The theme throughout the last few months in my conversations with Salesforce partners is that people are frustrated with how long Salesforce and procurement processes are taking. Salesforce partners are seeing decisions being drawn out and sometimes canceled at the final hurdle. This is consistent for small partners through to major global SI's and it has unfortunately resulted in some partners making redundancies in the quarter. Obviously no partners want to find themselves in this situation, but it seems like getting the balance of managing resources with managing sales cycles is as hard as it has ever been.

Another area that we have seen high demand this quarter is for Salesforce sales people, mainly working for partners and selling services. Unfortunately, most partners really only want to hire people with previous Salesforce sales experience, which makes this a bit of a closed shop for people looking to transition from other sales roles. Top performing sales people are often well looked after in their companies. And to my previous point, they are often managing long sales cycles, which means they are often looking to stick around and get sales across the line. So it's very difficult to get people to move out of choice and often people that are looking to move have either been mistreated in a current role or potentially have missed a target in a previous role, and are therefore looking to make a change. So finding top sales people in the ecosystem is very difficult. And I don't know the answer to how we get more people into this talent pool as it's really going to take a shift in thinking from a lot of the partners.

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In terms of candidates, a theme I've noticed is that when people are considering moving, more than ever, they are now looking for something very different from what they're currently doing. Rather than in the past, when people were moving for money motivated reasons often, looking for a slight pay rise. And a good example of this is that a number of people who I've seen are looking to move into an end user environment from consulting as an example, or people are looking to move into contracting and out of permanent roles.

We aren't seeing many people that are just looking to do the same job for a different company for slightly higher pay. So that's definitely a trend I've noticed. When they are looking to move, they want something that's very different from what they're doing now.

One of the more common requests I've seen recently is for Salesforce Functional Consultants and Solution Architects who want to move out of consulting and into Product Owner or Platform Manager roles within end users. So that's been something I've noticed as a bit of a trend when I'm having conversations with Functional Consultants or Solution Architects and they are open to moving. It's quite common for them to want to move out of consulting and into that end user kind of Product Owner role.

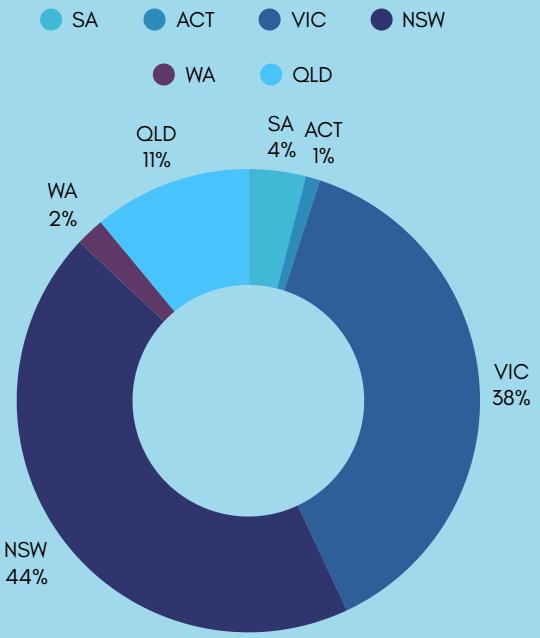
I'm sure you'll have heard a lot about Agentforce over the last few months. And it's been great to see some of the initiatives different partners have been working on in this space. So far, most of the concepts I've seen have been with small to medium businesses, and I haven't really seen much going on in the enterprise space yet. I still think a lot of the work we are seeing is for fairly straightforward use cases and things like scraping information from knowledge. And so I'm excited to see more complex developments as it comes through over the coming months. We have definitely started seeing some partners specifically asking for people with Agentforce and or Data Cloud skills. But there really aren't many people around with experience in this space as obviously it's still new technology. So it's definitely an area to be upskilling in if you are looking to make yourself as employable and marketable as you can be.

There's a lot of talk in the market about companies expecting people to return to the office and increasing the number of days per week in the office. I've heard plenty of stories about this, but I'm still definitely seeing plenty of hybrid roles. I'd say that through the quarter, the most common working arrangement was hybrid and it's still very much the norm. Fully remote roles are becoming a bit rarer. They still do exist in some cases, but I have actually seen a number of candidates looking to leave fully remote roles now for more office time and be around other team members. And one of the reasons that they're moving out of a role is because it's remote and the company don't offer an office; that's something I've noticed recently as well.

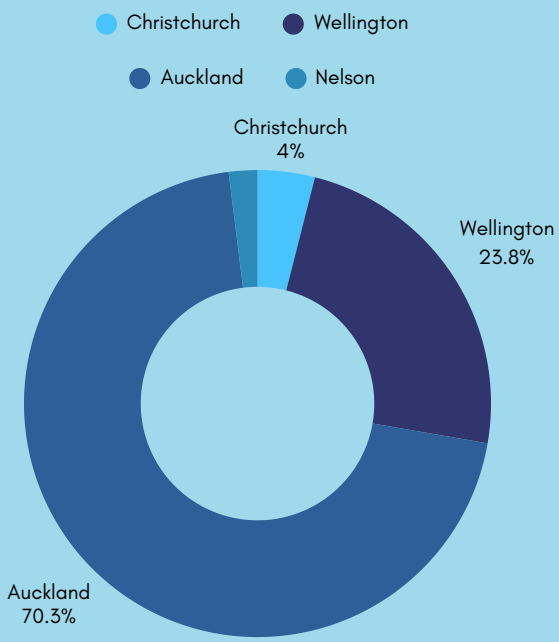
So a bit of an up and down quarter, jobs are on the up, but sales cycles are dragging and unfortunately there are still redundancies happening in the ecosystem. Let's hope for a big push as we move into Q2 of the year and I hope the volume of opportunities continues to trend in a positive direction.

Quick Facts: Salesforce Quarterly Report Q1 2025

Hires per state Australia



Hires per state New Zealand



Number of people who have changed jobs in ANZ Q1

Country	Total	State	Number of people
Australia	380	VIC	146
		NSW	167
		QLD	41
		SA	14
		ACT	3
		WA	9
New Zealand	51	Nelson	1
		Auckland	36
		Wellington	12
		Christchurch	2

Quick Facts: Salesforce Quarterly Report Q1 2025

Number of people who have changed jobs in ANZ

Country	Q2 2024	Q3 2024	Q4 2024	Q1 2025	% Change
Australia	401	396	96	380	+296%
New Zealand	65	65	17	51	+200%

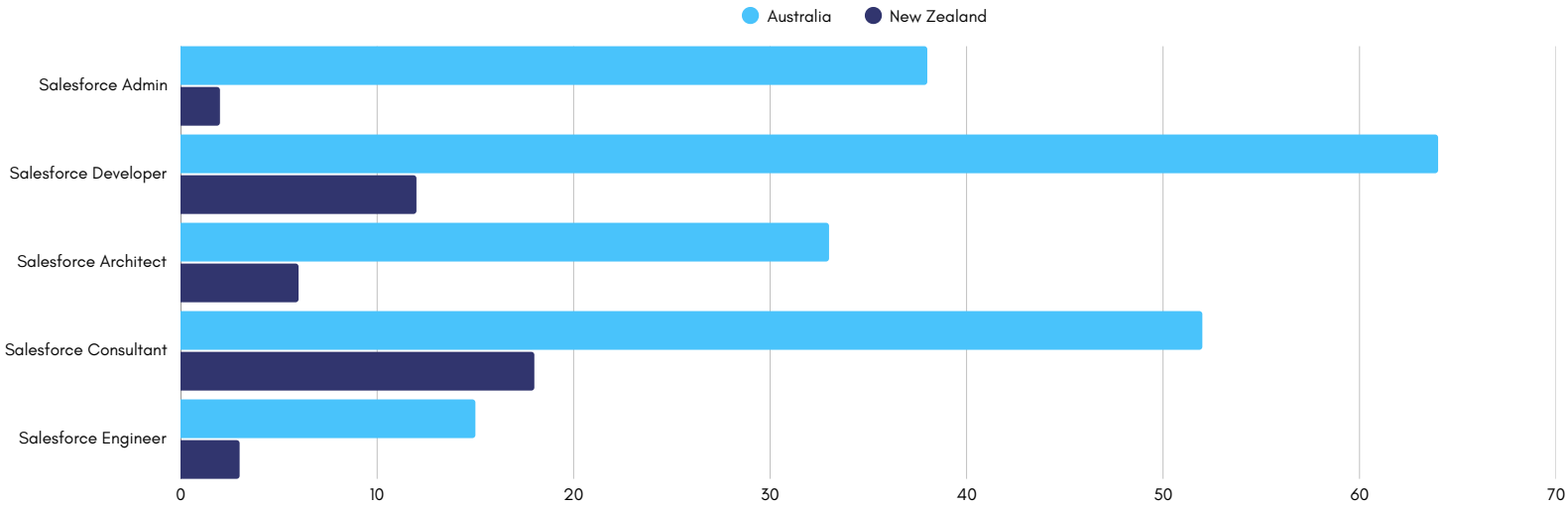
Number of people who have changed jobs in ANZ on a monthly basis

Data source: LinkedIn *Numbers quoted are based on new roles updated within LinkedIn profiles by Salesforce professionals*

ROVER *Numbers quoted are based on roles advertised which are specific to the Salesforce market*

Quick Facts: Salesforce Quarterly Report Q1 2025

Job titles in demand (largest number of new roles taken according to job title)



Active job board vacancies for Salesforce roles for the last 5 quarters

Country	No. of Salesforce job vacancies advertised Q1 2024	No. of Salesforce job vacancies advertised Q2 2024	No. of Salesforce job vacancies advertised Q3 2024	No. of Salesforce job vacancies advertised Q4 2024	No. of Salesforce job vacancies advertised Q1 2025	Difference this quarter
Australia	965	1,078	746	1,015	1,492	+47%
New Zealand	76	82	96	118	76	-35%

To discuss this data or the current Salesforce market in relation to your own circumstances, feel free to reach out to Ben Duncombe at ben.duncombe@talent-hub.com.au or 0405 838965

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Quick Facts: Salesforce Quarterly Report Q1 2025

Active job board vacancies for Salesforce roles comparative quarter 2024 vs 2025

Country	No. of Salesforce job vacancies advertised Q1 2024	No. of Salesforce job vacancies advertised Q1 2025	Difference this year
Australia	965	1,492	+55%
New Zealand	76	142	+88%

Active job board vacancies for Salesforce roles comparison whole year 2024 vs Q1 2025

Country	No. of Salesforce vacancies advertised FY 2024	No. of Salesforce vacancies advertised Q1 2025	Rolling progress
Australia	3,804	1,492	+57% ahead
New Zealand	372	142	+53% ahead

For a deep dive into these numbers, tune into our upcoming Talent Hub Talk podcast episode

YouTube Google Podcasts Spotify Apple Podcasts

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