

Barcelona & Lisbon

Entry-Level Job Market Salary Benchmark

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About Us & The Benchmark Study

Building meaningful connections between international jobseekers and hiring companies via quality recruitment solutions, Blu Selection is a key player when it comes to hiring international profiles in multinational companies like BPOs, International Shared Service Centers, Global Business Hubs, Coworking Centers, IT or Finance start-ups based across Europe. Working on a large database highly specialised in these profiles, our consultants have a deep knowledge of international job markets, candidate pools, sourcing channels and expertise in the direct approach.

The entry-level talent acquisition trends in Barcelona and Lisbon have been evolving recently due to changed expectations in the candidate-driven market. To be followed by further studies on other job functions and seniorities, we are glad to share this brief salary guideline to shed light on the current market pay rate for the sectors that have the most volume of entry-level openings for foreign language speakers in Barcelona and Lisbon: Customer Service, Sales and Back Office.

Most In-Demand Entry-Level Profiles in Barcelona & Lisbon



Customer Service



Sales



Back Office

Methodology

As an international recruitment company specialising in the entry-level multilingual job market, we considered a wide range of entry-level positions for specific language speakers from over 20 small to large size companies operating in Barcelona and Lisbon including BPOs, Shared Service Centers, and Start-Ups.

- By **entry-level** seniority, we considered all positions that don't require any previous experience (approx. 85% of the roles included) and also roles that require from only 6 months to a maximum of 2 years of relevant experience (15%). For most of these positions, companies are looking for native language speakers with soft skills only while a few exceptions require previous experience in the sector or related fields or a certain education level.
- The **language** classification includes German, Dutch and Flemish, French, Nordic and other languages. By Nordic, we categorised Swedish, Finnish, Danish and Norwegian aligning with the classification of the job market. In Other languages, as our portfolio of different languages with a lower volume of positions suggests, we consider 15 languages including English, Italian, Turkish, Arabic, Hebrew, Polish, Czech, Slovak, Norwegian, and Russian. For non-native level language requirements, the levels are determined according to the Common European Framework of Reference for Languages (CEFR).
- For the **job functions**, we named 3 main categories that the companies continuously are in need of entry-level employees. The **Customer Service** category consists of all "customer/client-facing" support roles including positions that originally fall under the Technical Support category but were combined here due to similarities in demand and salaries. For the **Sales** category, we have included different titles such as Sales Representative, Business Developer or Account Executive. **Back Office**, on the other hand, combines all support and administrative positions that are not client-facing.
- Regarding the **salary benchmarks**, the gap between minimum and maximum salaries might be larger in some cities and languages due to differences between company packages and market demands. Minimum salaries represent the base salary including the language bonuses but not the performance bonuses. For uncapped bonus packages, the maximum salaries have been calculated according to average team achievements.

1- Barcelona Entry-Level Salary Benchmark

Companies in Barcelona are in continuous need of international talents with native language skills to stay competitive in this growing business hub.

Table 1 below includes the salary trends for different entry-level job functions. While salary packages between Customer Service and Back Office demonstrate a similar trend, the Sales function comes with a higher salary end due to the competitive salary and bonus trends within the market. Due to differences in native languages, the salaries vary according to the demand of the market for those language skills as well as bonus packages for different regional markets.

Requirements: For these roles, holding a Bachelor's or Master's degree is seen as an important factor only for some of the Sales and Back Office positions, either as a mandatory requirement or a reason for a higher salary package while the majority of the Customer Service roles don't have the preference. English proficiency, on the other hand, is a mandatory requirement for almost all positions included in this study with a few exceptions. While a B2 level of English is acceptable for some positions, most language jobs require a C1 level to ensure fluent internal company communication and native level language skills as listed.

Benefits: Due to the high expat population and competitive candidate market in Barcelona, the relocation package is not observed as a common benefit for the entry-level job market, however, most companies offer help with paperwork as well as including a relocation package up to €5000 for talents abroad.

BCN	Customer Service			Sales			Back Office		
Native Language	Min	Avg	Max	Min	Avg	Max	Min	Avg	Max
German	€20,500	€23,750	€27,000	€18,000	€30,000	€43,000	€22,000	€25,000	€28,000
Dutch	€20,500	€23,250	€26,000	€18,000	€30,000	€42,500	€23,500	€24,750	€26,000
French	€18,500	€21,250	€24,000	€18,000	€29,500	€41,000	€18,000	€21,000	€24,000
Nordic	€20,500	€23,250	€26,000	€18,000	€30,000	€42,500	€21,500	€21,500	€21,500
Others	€18,000	€21,500	€25,000	€18,000	€29,500	€41,000	€18,000	€19,000	€20,000

Table 1. Barcelona Annual Gross Salary Benchmark per Job Function and Language

LISBON	Customer Service			Sales			Back Office		
Native Language	Min	Avg	Max	Min	Avg	Max	Min	Avg	Max
German	€14,000	€18,000	€22,000	€17,000	€19,500	€22,000	€14,000	€16,750	€19,500
Dutch	€13,500	€17,250	€21,000	€15,500	€18,250	€21,000	€13,500	€16,250	€19,000
French	€11,500	€14,750	€18,000	€13,000	€15,500	€18,000	€11,500	€13,500	€15,500
Nordic	€18,000	€20,000	€22,000	€19,000	€20,500	€22,000	€18,000	€19,500	€21,000
Others	€11,000	€17,250	€23,500	€12,000	€18,750	€25,500	€11,000	€15,000	€19,000

Table 2. Lisbon Annual Gross Salary Benchmark per Job Function and Language

2 - Lisbon Entry-Level Salary Benchmark

Hosting many top BPO companies, Lisbon became an attraction for expats with language skills by providing a vast amount of career opportunities.

Table 2 above includes the salary trends for different entry-level job functions. **Salary packages** in Lisbon show similar rates between job functions only with a slight difference in the higher end for the roles that are client-facing such as Customer Service and Sales. The salaries for different native languages vary according to the demand of the market for the language speakers and bonus packages for different regional markets.

Requirements: For the majority of the BPO roles, holding a Bachelor's or Master's degree is not a significant criterion for employment or a higher compensation with few exceptions only. On the other hand, a **proficient English level** is a requirement for most of the projects the companies hire for and a C1 level of English might stand as a criterion for a higher salary. Regarding the native languages, while for some positions a B2 or C1 level is acceptable most of the positions require native level proficiency.

Benefits: Some companies either include relocation support in their salary package or provide it extra. Depending on the start dates and demands for specific language speakers, a signing bonus might be added from €1000 to €5000 on top of the annual salary. While average on-target bonuses are added to salaries, extra bonuses some projects offer might increase the maximum end.



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