

A Changing Landscape: Language Industry Talent Insights

Report 2024

Q4 Edition



GLOBALSEARCH
RECRUITING & CONSULTING

Translating Recruitment Into Results

Who is this report for?

If you work in the global localization industry, this report is designed specifically for you. We've updated the content and data from the 2024 report, released earlier this year, to help inform your decision-making for 2025. Additionally, look out for the all-new Talent and Salary Insights Report, coming in Q2 of 2025. Drawing on insider research about high-demand talent, emerging needs, and individual aspirations within the sector, we've identified key global trends and industry-specific nuances to guide your planning.

This report is designed to support your hiring decisions, workforce planning, and personal career development.

We will explore the latest trends in the localization community, including:

- The development of new role types
- Salary information by job role and location
- Emerging trends in employer-employee relations
- The continued blurring of geographic boundaries
- The accelerating impact of AI and emerging regulations
- Diversity, equity, and inclusion (DEI) initiatives, including neurodiversity programs
- A fundamental shift in expected behaviors in corporate settings
- Other key market trends and forecasts for 2025

Our commitment to specializing in the language industry is absolute: we focus exclusively on organizations and individuals in this sector. In our areas of expertise, we deliver candidates of exceptional quality. We not only streamline your talent acquisition process but also ensure lasting appointments; 94% of our hires remain in their positions after 1 year and beyond.

Who are Global Search RC?

Translating Recruitment Into Results

We are executive search specialists in the localization industry, leveraging our deep network and a highly specialized database of over 25,000 qualified professionals in localization sales, leadership, and operations. We connect ambitious companies with top talent across North America, LATAM, and EMEA.

This extensive sector knowledge enables us to shortlist candidates with exceptional speed and provide data-driven advice on compensation and your employee value proposition.

"I highly value Global Search RC. The team has a unique ability to understand the nuanced culture of our organization and present candidates that are not only highly qualified, but seamlessly blend with our teams, initiatives, and core values. I feel very confident that Melanie and her team care about our business longevity, financial success and employee retention. I implicitly trust their judgment and am grateful for every opportunity to work with their candidates."

Ingrid Christensen, President and Founder, INGCO International

Your journey to exceptional talent or a new career opportunity starts with Global Search RC. For further information please contact our recruitment leaders.



Connect with Melanie



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Connect with Catherine

Market Insights

In this report, Global Search RC delves deep into the ever-evolving world of the language services and language technology sectors, highlighting crucial insights into current market dynamics. Our data-driven approach reveals key trends shaping the industry, from the significant impact of Artificial Intelligence (AI) to the shifting patterns of the global workforce.

1. Impact of AI

AI has already made a significant mark on the industry, and its full potential is still unfolding. The drive toward AI adoption is fueled by economic motivations and the quest for enhanced productivity. Professionals who can leverage these technologies — such as machine translation post-editors and localization specialists — can remain optimistic about job prospects and salaries. The pace of AI development — and its potential regulation — is accelerating.

2. Changing patterns of work

In 2024, we saw numerous reports of high-profile employers, particularly in powerful technology companies, requiring employees to return to the office. However, this trend was less pronounced in the localization industry. Despite this, the predicted “great return to work” did not materialise on a wider scale. The strong appeal of hybrid and flexible working arrangements to employees means that, unless there is a significant shift in labour market dynamics towards employer-led conditions, these practices are likely to become the new normal.

Additionally, developed economies continue to recruit from emerging economies for business-support roles, where many candidates are willing to work outside the traditional 9-to-5 schedule. All professionals in the sector should prepare themselves for a greater variety of working arrangements during their career. In line with the wider global workforce, non-traditional patterns of work are becoming normal.

3. Salary shift

In 2023, starting salaries within the language services sector saw a general decline, influenced by market uncertainty, broader AI adoption, and other economic factors. However, salaries have stabilised in 2024, and top talent—such as senior candidates with 3+ years of experience in their field—remain in high demand and continue to command salaries that are not impacted by market fluctuations.

Changing employers is currently perceived as high-risk by some candidates. When engaging with highly sought-after talent, candidates tend to carefully scrutinise every aspect of a potential new employer. Those with hiring plans should ensure that their Employee Value Proposition (EVP) is competitive and highly attractive.

Salaries in emerging markets have risen in response to demand from the U.S. However, economic conditions across LATAM jurisdictions remain fragmented.

4. Diversity, Equity, and Inclusion (DEI)

While women remain well-represented in the industry overall, they are underrepresented in Sales and Leadership roles. In 2024, the DEI agenda across many industries has broadened significantly to include not only gender, race, and sexual orientation but also neurodiversity, among other characteristics. Although this is a recent development with limited data available, conversations with HR leaders in our network suggest that a variety of traits can add significant value to an organization.

The growing emphasis on data, analytics, and AI in the language services and technology sectors has led employers to increasingly value certain characteristics associated with neurodiversity. It is notable that certain ethnic groups remain less engaged in the industry, with limited resources for DEI initiatives, particularly in small businesses.

5. Retention and Generational Differences

Our research continues to reveal a broad divergence in expectations and priorities across different work generations. Workplace environmental concerns, flexible working, and company benefits remain priority areas for Gen Z. However, the most important concern is structured and ongoing professional development. This reflects a world of work where a skillset has a very short span of usefulness. Workers realise their skills will become obsolete without continuous training and need to see investment in their employability for the future.

Gen Z exhibits increased skepticism towards "greenwashing" (superficial attempts to address environmental concerns) and values-driven Employee Value Propositions (EVPs) that are not backed up by reality. Flexibility around working patterns is increasingly valued across all generations.

6. Variations in Demand for Skills

The evolving landscape of automation and AI necessitates that employees across all sectors reconsider their skills development.

For instance, sales professionals will need to develop the capability to effectively manage automated sales processes, along with an in-depth understanding of the technical aspects of their solutions or services. Digital marketing skills are also becoming integral across various roles.

Through this exploration, Global Search RC provides a valuable compass, guiding industry players and candidates through the learnings of 2023 and 2024, offering foresight into the transformative journey that lies ahead in 2025.



1. Artificial Intelligence (AI)

As the potential of automation and AI has come into sharper focus, job roles are becoming increasingly specialised, branching into areas such as speech, text, code, and prompt engineering. Employers are seeking technical experts who can effectively communicate with other functions and possess well-developed project management skills.

Some examples of the technical evolution of roles are highlighted below:



Future AI Roles

“AI Integration Specialists, AI Product Managers, and Prompt Engineers are seen by LSPs as the most important new roles for staying competitive.”

Slator: The Future of Language Industry Jobs, August 2024

In 2024, our research found that prospective employees prioritised learning and development in emerging technologies and AI in over 50% of cases. They prefer employers who can demonstrate such investment in their workforce. As predicted, the most significant short-term impact of AI has been on the workforce. Automating and digitising repetitive administrative tasks and frontline customer services have reduced the need for many customer-facing roles.

Salaries

This year, Global Search RC has observed a stabilisation in pay inflation. However, the most highly sought-after candidates — those experts who can bring a competitive advantage — are still in high demand. It is not unusual for these candidates to negotiate up to a 20% increase in salary to make a career move if they are in a stable position. These top candidates do not need to move; they are often approached with opportunities and require a significant increase to justify the risk of changing employers.

With the significant impact of AI integration into the language industry, a proportion of candidates selling language services are still gravitating towards language technology companies or language service providers with a robust tech stack. We expect this trend to continue throughout 2025, particularly among candidates with a deep interest in technology. Consequently, positions related to Language Tech and AI have experienced a natural surge in demand, thereby driving up both demand and salaries.

Investment in Technology

Stability has become as important as salary for some candidates. However, candidates perceive 'stability' in different ways. Many are inquiring about employers' investment in technology and their ability to adapt quickly. Candidates' perceptions of employer stability include the belief that implementing AI requires considerable front-end investment. Organizations with substantial reserves and R&D departments are seen as having an advantage in this regard.

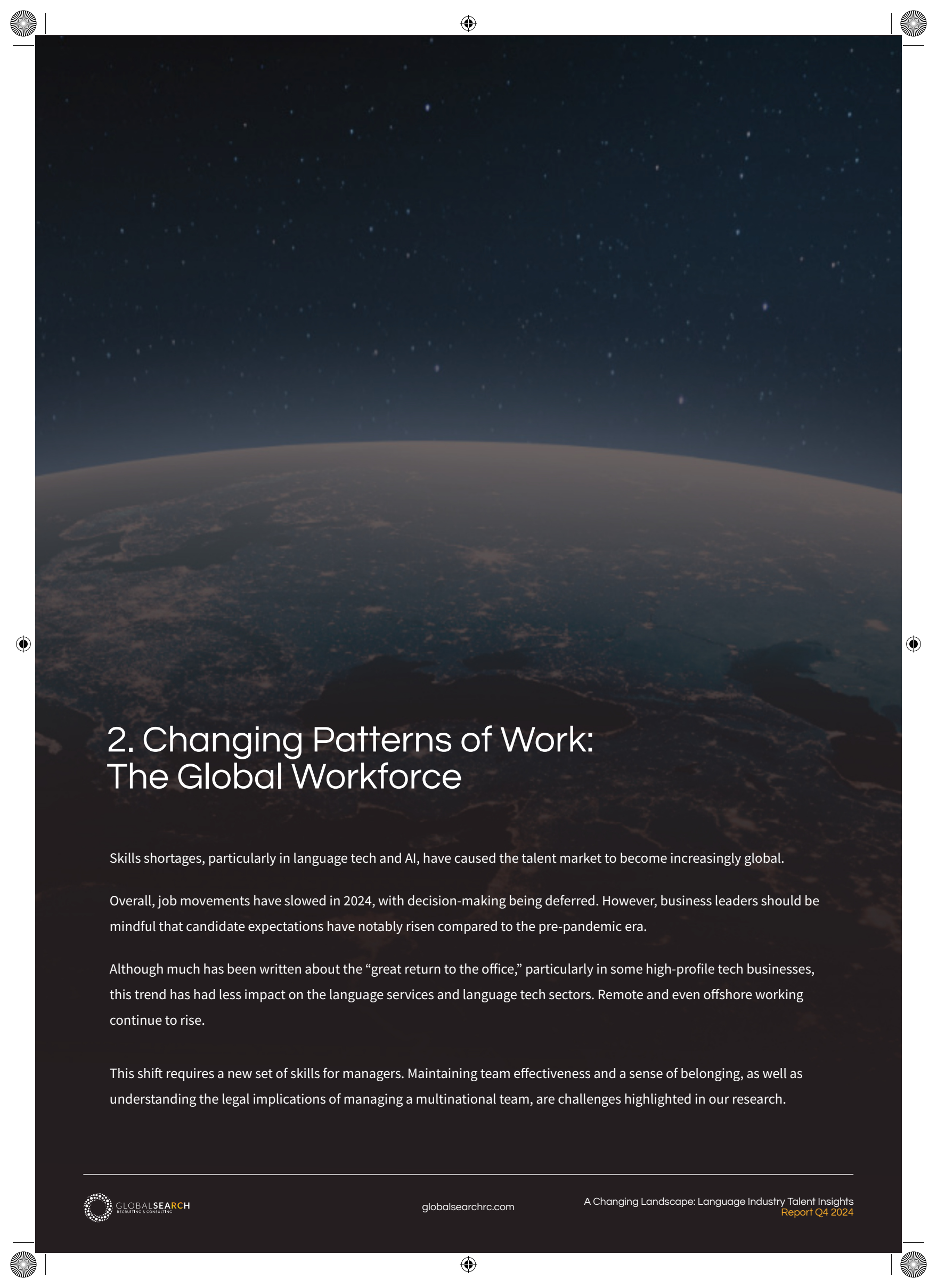
Government Initiatives

Governments around the world are increasingly intervening in the skills market and the regulation of AI. Key areas of focus include:

1. **Skills Development:** Many governments are investing in training and education programmes to equip the workforce with the skills needed in an evolving job market.
2. **Regulation of AI:** Governments are beginning to establish frameworks for the ethical and responsible use of AI, including guidelines on transparency, accountability, and data privacy.
3. **Labour Market Regulations:** There is growing concern about the impact of AI on jobs, with some governments exploring regulations to protect workers.
4. **Collaboration with Industry:** Many governments are partnering with the private sector to identify skill gaps and develop training programmes that align with market needs.
5. **Funding and Incentives:** To encourage the adoption of AI and digital skills training, some governments are providing grants, tax incentives, or subsidies to businesses that invest in workforce development.
6. **Ethical Guidelines:** Governments are also focusing on ethical guidelines for AI development and deployment, emphasising fairness, non-discrimination, and the importance of human oversight in AI systems.

Global Search RC Recommends

Employers should clearly communicate their specific strengths throughout the recruitment process. Very few can be all things to all people, and some candidates have turned down job offers due to unclear communication or perceived incomplete integration of acquired companies through investment activities. Employers should consider these factors when budgeting for 2025. Global Search RC offers a no-obligation, bespoke consultation to assist with this process.



2. Changing Patterns of Work: The Global Workforce

Skills shortages, particularly in language tech and AI, have caused the talent market to become increasingly global.

Overall, job movements have slowed in 2024, with decision-making being deferred. However, business leaders should be mindful that candidate expectations have notably risen compared to the pre-pandemic era.

Although much has been written about the “great return to the office,” particularly in some high-profile tech businesses, this trend has had less impact on the language services and language tech sectors. Remote and even offshore working continue to rise.

This shift requires a new set of skills for managers. Maintaining team effectiveness and a sense of belonging, as well as understanding the legal implications of managing a multinational team, are challenges highlighted in our research.

Recruiting from remote markets demands excellent data and the ability to work across time zones. At Global Search RC, since our foundation, we have invested in data, enabling us to access qualified candidates much more quickly than through traditional recruitment methods or advertising alone.

The combination of reduced leadership roles, financial constraints, and a need for change management skills has led to an emerging demand for consultants and associates in the industry.

In 2024, we continued to support highly experienced consultants in finding contract work with localization clients, which, in some cases, has led to full-time employment. A wealth of senior talent is available on the interim market, currently concentrated in specific leadership roles such as transformation, tech, and sales programs.

Quote from a Global Search RC consultant

“When I left my previous employment, I found challenges in finding full-time employment at my level. Melanie introduced me to consulting work with her clients, which has offered me flexibility, interesting projects, and high satisfaction.”

Global Search RC Recommends

With the global increase in demand for temporary and contract workers, employers in the language industry should consider alternative working models as a way of attracting talent flexibly. We also advise employers to consider all aspects of their Employee Value Proposition (EVP), not just salary. Flexible and remote working, holidays, strong tech and marketing support, and structured learning and development opportunities can all be key to attracting and retaining talent.

3. Salary shifts

During the first half of 2023, hiring budgets for many of the employers we surveyed were reduced due to a volatile environment where funding and confidence diminished in certain sectors. However, salaries have stabilized in 2024 despite global inflation.

The area that experienced the most change was in sales and leadership positions, due to the nuances of these roles and the varying levels of experience and responsibilities required.

Some key questions employers frequently ask the team at Global Search RC pertain to the salaries and commissions for sales and sales leadership professionals. To provide a detailed and current breakdown, Global Search RC surveyed professionals in these job functions across core markets.

Language Services Sector

Locations	SDR / BDR	BDM (1-5 years)	BDD (Over 5 years)	Sales Leadership (1-5 years)	Senior Sales Leadership (Over 5 years)
USA	\$50k - \$75k	\$80k - \$100k	\$100k - \$140k	\$100k - \$150K	\$120k - \$200k+
Canada (\$ CAD)	\$45k - \$65k	\$70k - \$95k	\$100k - \$120k	\$110k +	\$120k +
LATAM (\$ USD)	\$20k - \$30k	\$25k - \$40k	\$40k - \$50k	\$50k +	\$50k +
UK	£25k - £30k	£35k - £55k	£50k - £60k	£60k - £75k	£80k - £100k+
Western Europe	€30k - €40k	€45k - €80k	€55k - €90k	€70k - €110k	€90k +

*Western Europe – data drawn from Ireland, Germany, France and Spain. For specific information on each region, please contact Global Search RC. This data is drawn from Q4 2024

Job Titles

BDRs (Business Development Representatives):

Similar job titles: Sales Development Representatives, Account Development Representatives, Inside Sales Representatives

These professionals are responsible for prospecting and qualifying new potential clients, as well as booking meetings for Business Development Managers.

BDMs (Business Development Managers):

Similar job titles: Account Executives, Enterprise Sales, Sales Representatives

Individuals, also referred to as ‘individual contributors’, are responsible for ‘closing’ new logos — turning prospects into clients by presenting and closing agreements. These candidates are not typically part of the sales management team.

BDDs (Business Development Directors):

Similar job titles: Senior Business Development Managers, Senior Account Executives

Individuals who do not have personnel management responsibilities but handle the larger business prospects and are true specialists within their sector.

Sales Leadership:

Similar job titles: Sales Directors, Sales Managers, VP of Sales, Head of Sales, Director of Sales

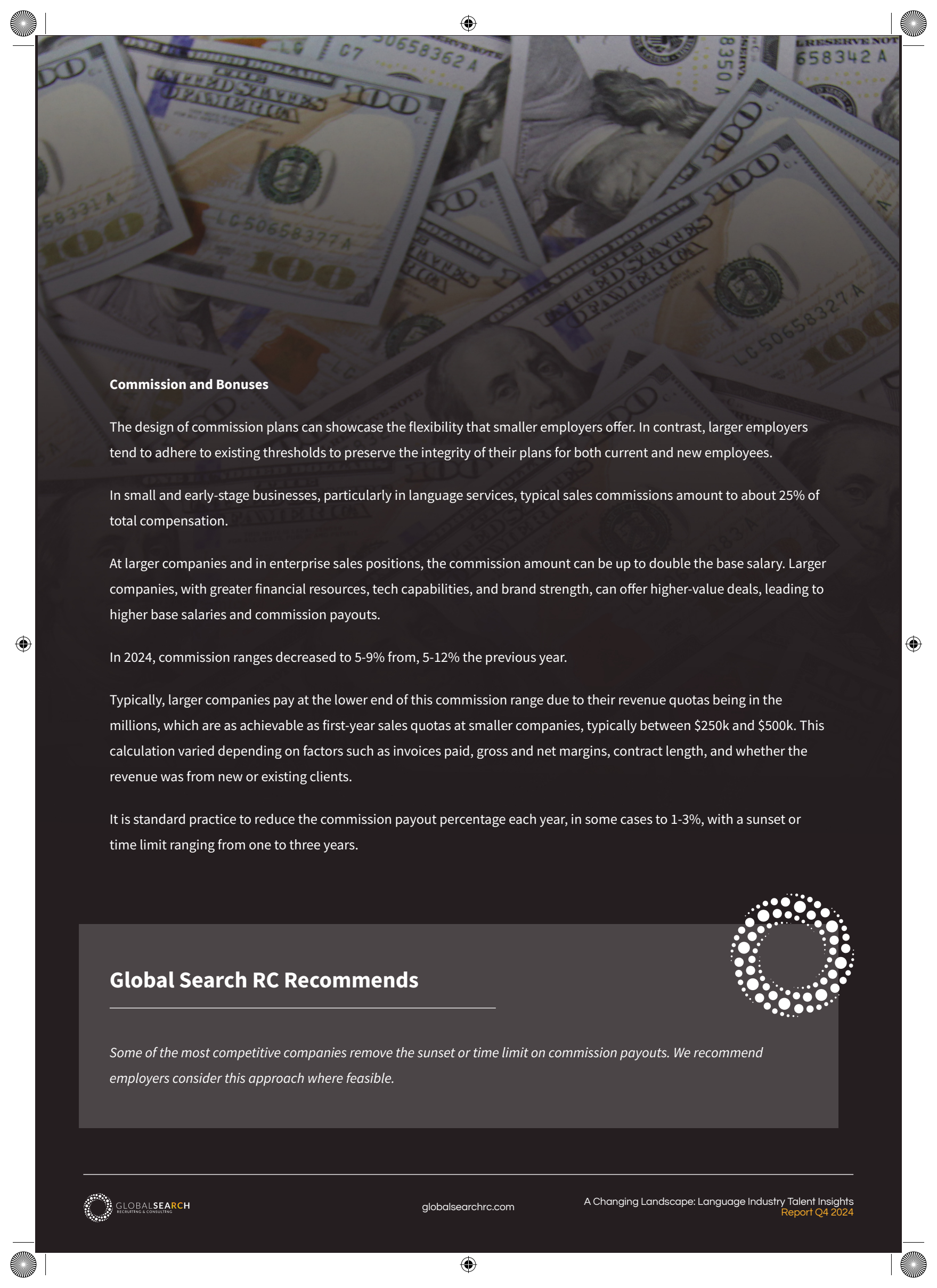
These professionals are typically responsible for managing the sales workforce, creating the sales strategy, and setting business objectives.

Language Technology Sector

The language technology sector emerged rapidly in 2023 as a distinct market, concentrated predominantly in the regions below. Although salaries for sales positions in the language technology sector are higher, there are fewer opportunities compared to the language services sector, and they remain highly competitive, with more specific skill sets required.

Locations	SDR / BDR	BDM (1-5 years)	BDD (Over 5 years)	Sales Leadership (1-5 years)	Senior Sales Leadership (Over 5 years)
USA	\$65k - \$80k	\$100k - \$125k	\$125k - \$160k	\$160k - \$180k	\$180k +
Western Europe	€40k - €55k	€55k - €80k	€80k - €90k	€90k - €100k	€110k +

*Western Europe – data drawn from the UK, Ireland, Germany and France. For specific information on each region, please contact Global Search RC



Commission and Bonuses

The design of commission plans can showcase the flexibility that smaller employers offer. In contrast, larger employers tend to adhere to existing thresholds to preserve the integrity of their plans for both current and new employees.

In small and early-stage businesses, particularly in language services, typical sales commissions amount to about 25% of total compensation.

At larger companies and in enterprise sales positions, the commission amount can be up to double the base salary. Larger companies, with greater financial resources, tech capabilities, and brand strength, can offer higher-value deals, leading to higher base salaries and commission payouts.

In 2024, commission ranges decreased to 5-9% from, 5-12% the previous year.

Typically, larger companies pay at the lower end of this commission range due to their revenue quotas being in the millions, which are as achievable as first-year sales quotas at smaller companies, typically between \$250k and \$500k. This calculation varied depending on factors such as invoices paid, gross and net margins, contract length, and whether the revenue was from new or existing clients.

It is standard practice to reduce the commission payout percentage each year, in some cases to 1-3%, with a sunset or time limit ranging from one to three years.

Global Search RC Recommends

Some of the most competitive companies remove the sunset or time limit on commission payouts. We recommend employers consider this approach where feasible.

Operations Positions

The salary for technical staff in localization can vary based on several factors, including the specific job role, level of experience, geographic location, and the company's size. Below is our general insights from candidates surveyed in North America, accurate as of Q4 2024.

Localization Engineers/Developers:

Junior/Entry-level: \$50,000 - \$80,000 per year

Mid-level: \$80,000 - \$100,000 per year

Senior/Experienced: \$100,000 - \$130,000+ per year

Localization Project Managers:

Junior/Entry-level: \$60,000 - \$80,000 per year

Mid-level: \$80,000 - \$100,000 per year

Senior/Experienced: \$100,000 - \$120,000+ per year

Localization Testers/Quality Assurance:

Junior/Entry-level: \$40,000 - \$60,000 per year

Mid-level: \$60,000 - \$80,000 per year

Senior/Experienced: \$80,000 - \$100,000+ per year

Localization Managers/Directors:

Mid-level: \$90,000 - \$120,000 per year

Senior/Experienced: \$120,000 - \$150,000+ per year

Localization Sales/Account Managers:

Junior/Entry-level: \$50,000 - \$70,000 per year

Mid-level: \$70,000 - \$90,000 per year

Senior/Experienced: \$90,000 - \$120,000+ per year

With increasing pressure on margins and inflation over the last few years, localization businesses have had reduced budgets for hiring.

In 2023, salaries in the language industry were depressed due to market uncertainty. However, as the indispensability of human expertise became clearer, salaries for positions requiring specialist sector expertise corrected by at least 5.1% in 2024. There was also an increasing number of employers exploring emerging markets for talent, particularly for operations roles. This trend remained consistent in 2024, and our sample suggests 2025 will follow a similar pattern. Global Search RC assisted companies in North America and Western Europe in recognizing and leveraging the potential of lower salaries and high-caliber, experienced candidates in markets such as Latin America.

In addition to Latin America, an increasing number of US companies are expanding their teams by recruiting from the EMEA region, including Eastern European countries (e.g., Albania, Latvia, Lithuania, Romania, Estonia, Kosovo, Slovenia, Hungary, Portugal) and Africa/Middle East (e.g., Israel, Egypt, Algeria, and South Africa).

The language services industry has been ahead of its time with respect to remote working, having a relatively long history of remote work and operating in a global market.

However, this creates a new set of challenges. Remote workers must prepare for more self-directed learning and a greater variety of working models throughout their careers than previously seen.

"India dominates the job market for IT roles at LSPs"

— *Slator: The Future of Language Industry Jobs, August 2024*

Since 1999, India has seen its information technology sector boom; it has become a nuclear power, broken the world record for the number of satellites launched into outer space using a single rocket, and achieved an annual growth rate of 5.6 percent. Yet, the size of its informal sector has remained at about 90 percent (National Statistical Office). Informal employment stands at 58% on average worldwide (ILOSTAT, March 2024).

For leaders in organizations, this means reviewing operating processes in the context of different time zones, cultural expectations, and changing communication strategies to empower initiative rather than focusing on control.



4. Diversity, Equity, and Inclusion (DEI)

DEI initiatives have generated significant business for the language services and localization sector. Unsurprisingly, the sector also boasts a diverse cross-section of nationalities and ethnicities.

Women have always been well-represented in the industry. Improved representation, such as through the Women in Localization initiative, has coincided with an increasing number of women leading their own businesses. At the same time, men continue to be overrepresented in leadership roles within medium and large enterprises, as reported by the ATC.

Data from the 2023 Nimdzi/Slator report indicates that female-led businesses are on the rise. While the business case for DEI remains strong, in 2023, Forbes reported that:

“This year, capital is expensive, companies are drastically reducing their staff, and the C-suite is primarily focused on demonstrating their commitment to efficiency and good unit economics.”

— Janine Yancey, Forbes

For hiring and retaining talent amidst new skills shortages, employers will need to consciously consider their DEI policies. The pool of highly specialized sales professionals, software engineers, DevOps professionals, and AI specialists is very limited. Current attempts to identify talent through AI, such as recruiting only 'ready-made' candidates, tend to reinforce existing stereotypes. In other words, if the selection process is based exclusively on past experience, the dominance of a certain profile will continue, limiting workforce diversity.

Overall, DEI initiatives have matured in 2024. Many white papers have discussed intersectionality, resulting in DEI efforts that now consider cultural norms, class background, and neurodiversity, for example.

In 2024, this led to calls for hiring managers to be more aware of their unconscious bias, to select candidates for "coachability" and values rather than solely proven experience, and to provide ongoing professional development in a work environment that will change many times over a career.

Global Search RC Recommends

Employers should look beyond flexible working policies and part-time options to engage with a more diverse talent pool.

We recommend:

- *Ensuring your employer brand uses diverse imagery and inclusive language.*
- *Reviewing the platforms and methods you use to attract diverse candidates (or consulting with your recruitment partner).*
- *Considering the viability of training your own workforce or creating a shared "academy" for talent development.*
- *Training all hiring managers to understand and address unconscious bias in their hiring and management practices.*
- *Adopting structured, competency-based interviews rather than biographical interviews.*
- *Investigating suitably normed psychometric assessments as part of your selection and development processes.*
- *Considering transferable skills in hiring: for example, individuals with experience as account managers, project managers, or solutions architects could successfully transition to sales roles.*
- *Exploring a wide range of DEI initiatives, including college liaison programs, to promote careers within the localization industry.*

5. Retention and Generational Difference

“In 2024 and beyond, attracting and retaining dynamic, ambitious talent hinges on fostering a culture of continuous learning and adaptability. Emerging trends show that candidates are drawn to roles that offer flexibility, diverse career paths, and strong alignment with purpose-driven values. AI and tech innovations are redefining roles, creating opportunities for growth in fields we couldn’t have imagined a decade ago. In 2025, organizations that embrace these changes, investing in both human and AI-driven skill development, will be poised to lead and inspire the next wave of top talent.”

— Iwona Machaj, Chief People Officer, Ad Astra

Retention

Naturally, the retention of the right talent is a focus for employers in all areas of the language industry. While macroeconomic factors are usually outside employers' control, intentional programs like the ones listed below are a focus for some employers in our network:

- Structured learning and development (L&D)
- Recognition (distinct from financial reward)
- Environmental, social, and governance (ESG) initiatives
- DEI initiatives

The use of behavioral psychometrics in hiring within the language services industry is beginning to increase. This reflects the growing recognition of the importance of cultural fit for successful placement, performance, and retention.

Historically, psychometric profiling was used at the final stage of a selection process, either to confirm a decision already made or without being taken as significant evidence. Now, organizations are using it more effectively earlier in the selection process to identify transferable skills rather than relying solely on resumes.

Benchmarking the skills required for success (and identifying potential underperformance) is an essential part of the process. Using a sample of top, average, and lower performers from the existing team is advisable to determine patterns and trends.

The Generation Game

With multiple socio-economic "generations" in the workplace, the differences in work expectations between Baby Boomers, Gen X, Millennials, and Gen Z are under the spotlight.

According to LinkedIn’s 2023 report on Embracing Generational Diversity, generations are characterized as follows:

What employees want by generation

Data source: Maxi



Baby Boomers
1946-1964

BEST WORK TRAITS

Optimistic
Enjoy mentoring
Strong work ethic



Gen X
1965-1979

BEST WORK TRAITS

Independent
Innovative
Strong communicators



Millennials
1980-1995

BEST WORK TRAITS

Tech-savvy
Collaborative
Focused on the greater good



Gen Z
Born after 1996

BEST WORK TRAITS

Digitally fluent
Practical
Flourish in diverse workforces

What they want from work

A loyal employer
Hierarchical culture
The chance to mentor others
Respect

A trustworthy employer
Problem-solving opportunities
Competence
Autonomy

An empathetic employer
Meaningful work
Training for new skills
Flexibility

A culturally competent employer
Competitive wages
Mentorship
Stability

Healthcare subsidies as part of an employment package heavily influence work choices for Baby Boomers and Gen X. However, Millennials also value healthcare benefits, often citing reasons such as having children and other caregiving responsibilities.

Gen Z, in particular, asks potential employers about their tech stack, flexible working hours (and locations), and the effectiveness of their learning and development programs. Innovative policies, such as “Work from Anywhere,” can facilitate this group's travel aspirations and expectations.

The shift in developed countries toward labor rather than employers has weakened. Still, Gen Z continues to approach job interviews with high expectations in these economies. The question "What can you do for me?" is increasingly being asked by candidates, according to our sample. Employers who have tried to make lower-paying opportunities more attractive through "greenwashing" will find this approach no longer effective. When asked, Generation Z, in particular, expressed cynicism about these initiatives during their career search.

Since the pandemic, stability has become more important than salary across most generations when considering a career move. Some of our candidates measure 'stability' by asking about the headline financial data and headcount of potential employers, a concept akin to 'safety in numbers.'

As a result, candidates are beginning to ask employers questions regarding the success of M&A integrations to gauge how smooth their onboarding process and general communications are likely to be.

Global Search RC Recommends

Candidates should look beyond headline data and consider factors such as those highlighted below. Similarly, we recommend that employers communicate with candidates during the interview process about these factors:

- *Company profitability*
- *Staff retention*
- *Investment in training*
- *Inward financial investment*
- *Value proposition to clients*
- *Tech stack*
- *Company growth/client acquisitions*

Employers should review their talent attraction processes to ensure alignment among all parties involved. Every stakeholder should have a common understanding of the business's strengths and differentiators, the profiles they are seeking, and what to communicate about ongoing development, prospects, and more.

6. Job Market Demand

“Localization roles now demand a broader skill set that encompasses AI and place greater emphasis on global collaboration.”

— Slator: *The Future of Language Industry Jobs*, August 2024

Global Search RC has segmented the market into 20 different verticals. Based on our recruitment activity over the past 12 months, notable job demands in these sectors have been observed compared to previous years.

Increased Demand

Media (including gaming and synthetic voice-overs), where AI has had a major impact, as well as e-commerce, eLearning, government, healthcare, and life sciences, have all shown increased demand for language access and services this year.

Consistent Demand

Deaf services and education have remained consistent. Our clients reported that these sectors are typically less affected by short-term economic changes, with customer demand being long-term.

Decreased Demand

A proportion of small general translation projects are being replaced by technology and AI.

Positive Outlook

We are pleased to report that, due to renewed confidence in the industry, there is an upturn in demand for sales and leadership professionals across all markets for localization skills.

Global Search RC has experienced a similar level of conversations with employers discussing their ambitious growth plans and commitment to continuing hiring at fair salaries. This sets the market up for a strong 2025.

Global Search RC Recommends

Employers should consider value as well as cost when determining role profiles and salary levels.

Some employers in our network have learned to assess the total return on investment when hiring. For example, recruiting at a more senior level can substantially increase the bottom line and reduce time investment.



Conclusion

Although 2024 has been an encouraging year for the localization industry, it has also been a year marked by war in Eastern Europe and the Middle East, impacting global trade, inflation, and energy. This led to global inflation, which now appears to be stabilizing, with interest rates in the US being cut in September 2024 for the first time in four and a half years. The effects of this should result in greater investment and business confidence.

2024 has not just been an election year — it's been *the* election year.

Globally, more voters than ever in history have headed to the polls, as at least 64 countries (plus the European Union) — representing a combined population of about 49% of the world — have held national elections. For many, the results of these elections will prove consequential for years to come. In 2024, this uncertainty led to delays in hiring, realizing new business plans, and changing processes.

“Q1 of each calendar year sees a spike in hiring for senior and strategic localization roles at enterprises”

— Slator: *The Future of Language Industry Jobs*, August 2024

2025 is likely to be a year of change and renewal for businesses that have planned ahead and considered their vital workforce planning. Contact us to schedule a no-obligation consultation call to inform your planning.

Want to discuss further?

If you'd like to find out more about our Market Insights, connect with Global Search RC Founder, Melanie Francis by using the QR code here, and schedule a 15-minute discovery session.

Look out for the new-style Talent and Salary Insights report in Q2 2025.



Reasons our clients love to use Global Search RC

-  No risk with our 'pay on results' model
-  Frequently acknowledged for our "rapid" job fulfilment rate
-  25,000+ qualified candidate profiles in our database
-  Retention-focused approach to candidate selection
-  Complete coverage for North America, Latin America and EMEA
-  Deep understanding of the language industry
-  Tailored consulting solutions to your organization's preferences
-  2.1:3 average résumé to interview ratio
-  1:3 average résumé to job offer ratio
-  Free virtual consultation to understand your needs
-  Round the clock response time

"If you are looking for a person that has your interests first and finds great people you should work with Global Search RC"

HR Director, Leading International Technology Organization

Meet the team



Melanie Francis

Founder and CEO

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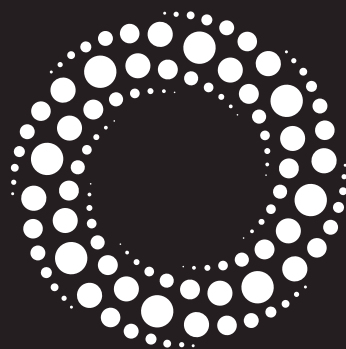
Maria Solis

Recruitment Partner



Deepika Saluru

Senior Researcher



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Disclaimer: Data may vary. Salaries can vary significantly based on factors like location, company size, years of experience, and specific responsibilities. Commission structures are also common in sales roles within the localization industry. Major metropolitan areas tend to have higher salaries on average compared to other regions. Experience selling localization services, specifically, is highly valued.