





# CONTENTS

<b>01. INTRODUCTION</b>	<b>3</b>
<b>02. MACROECONOMIC INFLUENCES ON THE TALENT MARKET</b>	<b>4</b>
<b>03. MARKET TRENDS IN 2025</b>	<b>5</b>
<b>04. KEY PROFILES IN DEMAND</b>	<b>6</b>
<b>05. WHAT CANDIDATES ARE LOOKING FOR IN 2025</b>	<b>7</b>
<b>06. SOURCING STRATEGIES</b>	<b>8</b>
<b>07. TALENT INSIGHTS</b>	<b>9</b>
<b>08. SALARY BENCHMARKS</b>	<b>13</b>
<b>09. CONCLUSION</b>	<b>14</b>

# 01.

## INTRODUCTION

**Welcome to Leonid's inaugural guide to the UK's corporate tax talent landscape, providing salary benchmarks and candidate insights which will help you to make more informed hiring decisions.**

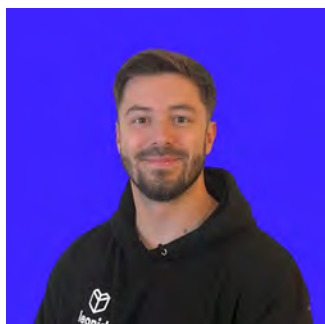
The recruitment market enjoyed a buoyant 2024 and this has continued into 2025, with a **steady demand for qualified professionals** across both practice firms and in-house finance functions. This demand can be attributed to the continually evolving tax regulations – in response to global economic shifts – digitalisation, ESG pressures and HMRC's drive for compliance.

With increasing complexity in areas like transfer pricing, BEPS (Base Erosion and Profit Shifting) and Pillar Two reforms, demand for tax professionals with both technical depth and strategic vision is particularly high.

However, recruitment in this space is increasingly competitive due to a tightening talent pool, shifting candidate expectations and the complex interplay of global and domestic macroeconomic factors.

In this guide, we will take a look at what factors are impacting the market and how we expect things to develop over the coming months. We then review the 2025 hiring landscape: candidate motivations, salary benchmarking and advise on best practice recruitment.

Leonid has been specialising in tax recruitment for the past six years and our team of consultants are subject matter experts. If you would like any tailored market insights or bespoke salary data, I will be happy to provide this, so please do get in touch.



**Ben Worsley**

Team Leader – Corporate Tax Recruitment  
Leonid Group



## 02.

# MACROECONOMIC INFLUENCES ON THE TALENT MARKET

### 1. Sluggish Economic Growth

The UK economy has shown modest growth so far in 2025, with some sectors still feeling the aftershocks of inflationary pressures and higher interest rates from previous years. This has had a **dual effect** on tax recruitment:

- **Cost-conscious companies** are more strategic in hiring, seeking multi-skilled professionals in order to reduce headcount and increase efficiencies.
- Conversely, **businesses with robust financial planning** are investing more heavily in tax teams to drive efficiency and minimise liabilities,

### 2. Global Tax Reform & Pillar Two

The OECD's Pillar Two global minimum tax rules are now in full effect, prompting large multinationals to **increase headcount in international tax and compliance functions**. Demand is especially high for:

- Transfer pricing specialists
- International tax managers
- Professionals familiar with global reporting requirements

### 3. M&A Activity and Restructuring

A cautious M&A environment persists, but activity is picking up in key industries like tech, life sciences, and private equity. This is driving **need for corporate tax advisors** who can handle:

- Transactional tax planning
- Group restructuring
- Due diligence

### 4. ESG & Reputation Risk

Companies are under pressure from investors and regulators to demonstrate ethical tax practices. As a result, there is growing emphasis on tax governance roles and candidates with knowledge of tax transparency reporting (e.g. CbCR, public tax disclosures) are increasingly valuable.



## 03.

# MARKET TRENDS IN 2025

**We are already witnessing some key changes in terms of what hiring managers are seeking:**

- **Increased demand for in-house tax roles** as companies seek more control over their tax strategy.
- **Boom in tax technology** roles driven by automation and digital reporting requirements (e.g., Making Tax Digital).
- **Stronger regulatory scrutiny** leading to more advisory work for Big Four and mid-tier firms.
- **Cross-border tax planning** and international compliance knowledge are in demand due to global reform and post-Brexit implications.
- **ESG-aligned tax governance** is becoming a key part of corporate reputation.





## 04.

# KEY PROFILES IN DEMAND

### 1. Corporate Tax Managers & Senior Managers

Mid to senior level managers are being hired to oversee key compliance and advisory projects. These are often client-led relationships or internal business partnering. They are sought after in both practice and in-house.

### 2. Transfer Pricing Specialists

Demand for transfer pricing specialists remains high due to OECD reform and global tax developments. Hiring companies are looking for specific experience with documentation and intercompany transactions.

### 3. Tax Technology & Digital Tax Experts

Professionals familiar with tax transformation tools (e.g. Alteryx, SAP, ONESOURCE) are sought-after. Candidates typically come from hybrid finance/IT backgrounds.

### 4. In-House Heads of Tax / Group Tax Managers

Experience required for these roles includes managing group tax affairs, as well as extensive reporting and risk. In terms of softer skills, an ability to liaise confidently with HMRC and influence senior stakeholders is essential.

### 5. International Tax Consultants

International tax consultants must be able to demonstrate experience of cross-border transactions, double taxation treaties and EU/US tax frameworks. Working knowledge of more than one language and global mobility experience are both highly valued.







## 05.

# WHAT CANDIDATES ARE LOOKING FOR IN 2025

**Our conversations with candidates reveal common themes in terms of what they are prioritising in their job searches. These are:**

- **Hybrid working models**  
2—3 days in-office is the ‘new normal’
- **Clear progression routes**  
particularly in mid-tier firms and in-house roles
- **Meaningful work**  
Opportunities to advise on ESG, ethical tax practices, or innovation
- **Training and upskilling**  
Especially in tax tech and automation
- **Work-life balance and wellbeing support**





## 06.

# SOURCING STRATEGIES

### Work with a specialist recruiter

Working with agencies that specialise in tax recruitment will ensure you partner with someone who really understands your sector, which is essential in a competitive market.

If you want to access the very best talent and reach out to ‘passive’ candidates who aren’t actively looking for a new role, then partnering with a search-based firm will do just this for you.

At Leonid, we pledge to fill all open roles within 30 days. We invest a significant amount of time in researching the market, seeking out referrals and delivering a high quality shortlist at a speed which is three times faster than the industry average.

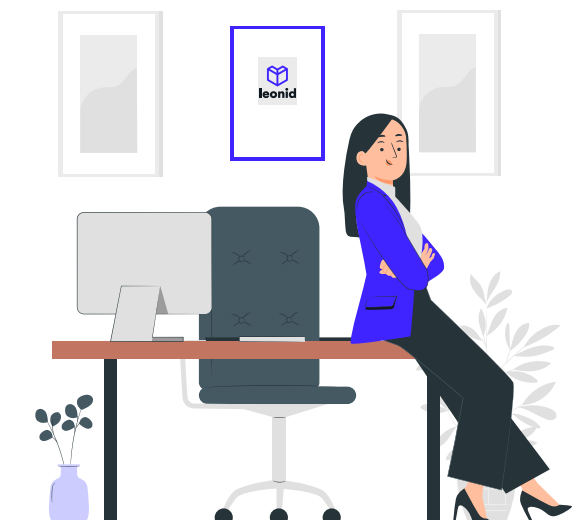
We also deliver video shortlists of candidates, enabling hiring managers to quickly assess personality and cultural fit. This process typically saves around 10 hours on the hiring process.

### Move quickly in your recruitment

As outlined above, speed is of the essence when it comes to securing your preferred candidates. With competition for talent high, you do not want to miss out on a new hire because of a slow interview process or delayed decision-making.

### Employer branding is key

Offering a compelling EVP (Employee Value Proposition) could make all the difference in helping you to secure new team members. Today’s candidates scrutinise a company’s values and culture before making a decision and you need to ensure that your ‘employer brand’ is clearly and effectively communicated. Working with a recruiter who can act as a brand ambassador can also help a great deal, with respect to this.







## Diversity & Inclusion

The corporate tax sector has traditionally lacked diversity at senior levels, and we are seeing more and more firms addressing this as a priority in their recruitment drives. Some of the initiatives you should consider include:

- Offering 'returnship' programmes to bring more women into the workplace after maternity leave or time spent caring for a family member
- Targeting under-represented groups in early-career hiring
- Embedding inclusive language in job specs
- Creating mentorship schemes for career progression

## Hiring Cycle Tips

- **Q1 and Q4** are busiest times for hiring, due to budgeting and planning cycles.
- Candidates often look to move:
  - After bonus season (March—May)
  - After promotion decisions (August—October)
- Keep interview processes extra **efficient** during these periods — top candidates are often fielding multiple offers.

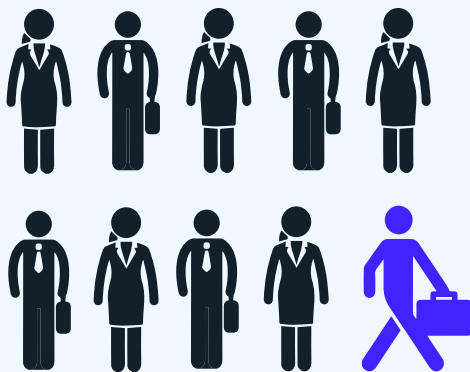




07

## TALENT INSIGHTS











**10% of corporate tax professionals moved jobs in the last 12 months**



**Median tenure in Corporate Tax? 2.5 years.**



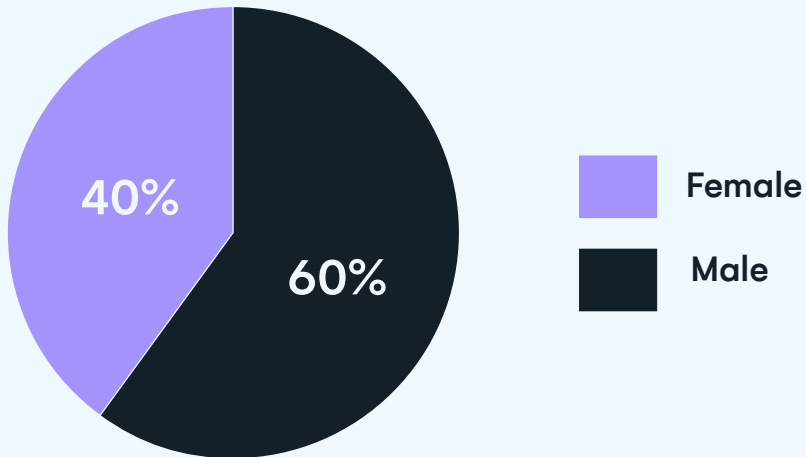
### Attrition rates – top 10 employers in Corporate Tax, UK

	PWC 12%		RSM UK 12%
	Deloitte 15%		Grant Thornton UK 16%
	EY 16%		Azets 16%
	KPMG UK 14%		MHA 14%
	BDO UK LLP 15%		Saffery 11%

(Source: LinkedIn Talent Insights. Figures are correct as of May 2025).



### Gender split:



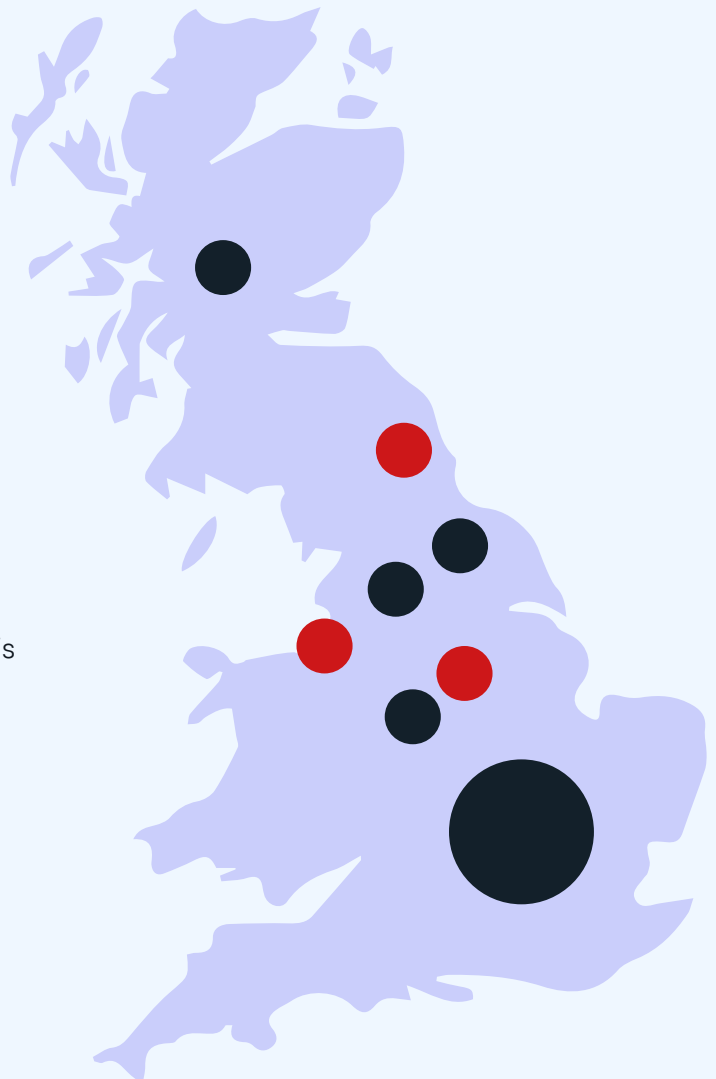
### Where is this talent located?

1. Greater London — 35%
2. Manchester — 5%
3. Leeds — 3%
4. Birmingham — 2%
5. Glasgow — 2%

### Hiring Hotspots

Locations where the supply of professionals is high relative to hiring demand

1. Newcastle
2. Liverpool
3. Leicester



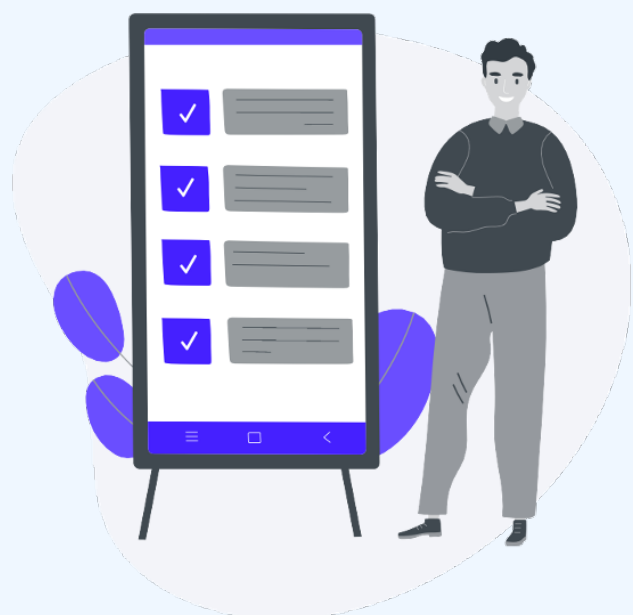


## What employer value propositions do employees value most within the corporate tax industry?\*

Importance index	Value proposition by importance	% Agree in importance
1	Flexible work arrangements (i.e. when and where you work)	59%
2	Excellent compensation and benefits	54%
3	Opportunities for career growth within the company	39%
4	Organisational support to balance work and personal life	36%
5	Challenging & impactful work	34%

\*The percentage of respondents that selected the employee value proposition as one of their top 5 considerations, divided by the total number of survey respondents.)

(Source — LinkedIn Talent Insights)





## 08.

# SALARY BENCHMARKS (2025)

	BIG 4	Top 50 accountancy firms	Smaller, independent agencies
Director	£120,000 – £180,000	£95,000 – £140,000	£75,000 – £120,000
Senior Manager	£85,000 – £120,000	£70,000 – £95,000	£60,000 – £80,000
Manager	£60,000 – £85,000	£50,000 – £75,000	£45,000 – £60,000
Assistant Manager	£50,000 – £62,000	£42,000 – £52,000	£35,000 – £45,000
Senior	£36,000 – £50,000	£32,000 – £45,000	£28,000 – £38,000
Semi-Senior	£26,000 – £35,000	£24,000 – £32,000	£22,000 – £30,000

Please note that industry sector, size of the hiring company and geographical location can all impact salary levels. For bespoke benchmarking, please get in touch with **Ben Worsley**, who will be happy to assist. We can also supply salary data for other countries, on request.





## 09.

# CONCLUSION

**The corporate tax recruitment market remains strong in 2025 and we see no signs of it slowing. Regulatory changes and increased scrutiny are driving demand and a shortage of skilled candidates is continuing to push salaries upwards.**

Working with a specialist search firm can undoubtedly give you the edge in hiring and enable you to secure the very best talent — including those who are not actively looking, but could be persuaded by a compelling opportunity.

To find out more about our service, including our [Magic Month methodology](#) and [LeonidLive](#) video shortlisting, please visit our [website](#) or [watch our video](#).







# leonid



## Ready to get in touch with us?

You can reach out via the following methods:

**T** +44 20 3958 7484

**E** [info@leonid-group.com](mailto:info@leonid-group.com)

**W** [www.leonid-group.com](http://www.leonid-group.com)

### LONDON

Tintagel House, 92 Albert Embankment, London  
SE1 7TY

### BARCELONA

Wojo - Poblenou, Carrer de Sancho de Ávila 65,  
Barcelona, 08018