AI and Machine Learning Jobs
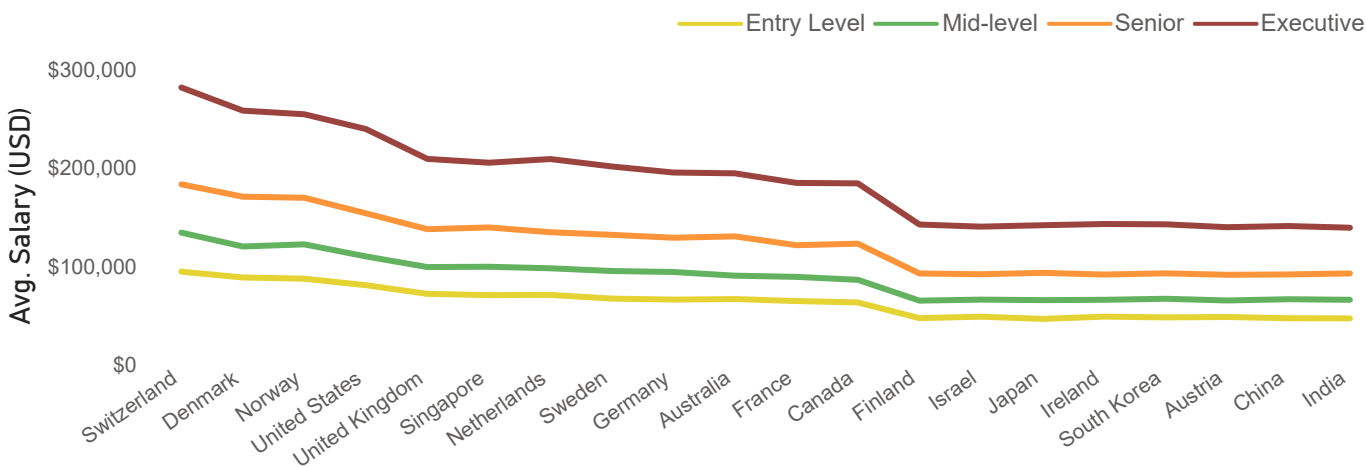
Global Hiring Trends 2025

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About the Study

This analysis draws on a dataset of 15,000 AI and machine learning–related job postings across 20 countries and 15 industries. It covers a wide range of roles including Data Analyst, Data Scientist, AI Consultant, Machine Learning Engineer, and NLP Engineer.

The goal of this study is to uncover global hiring trends, skill demand, and industry shifts in the rapidly evolving field of AI and machine learning. By identifying role-specific requirements and sector priorities, the analysis provides data-driven insights to guide workforce planning, career development, and strategic investment.

Geography Strongly Influences AI Salaries

1. Australia ranks in the upper-mid range globally

- Australia maintains a stable position just below Northern Europe and North America.
- Its salary trajectory offers consistent growth and competitive compensation compared to other Asia-Pacific regions.
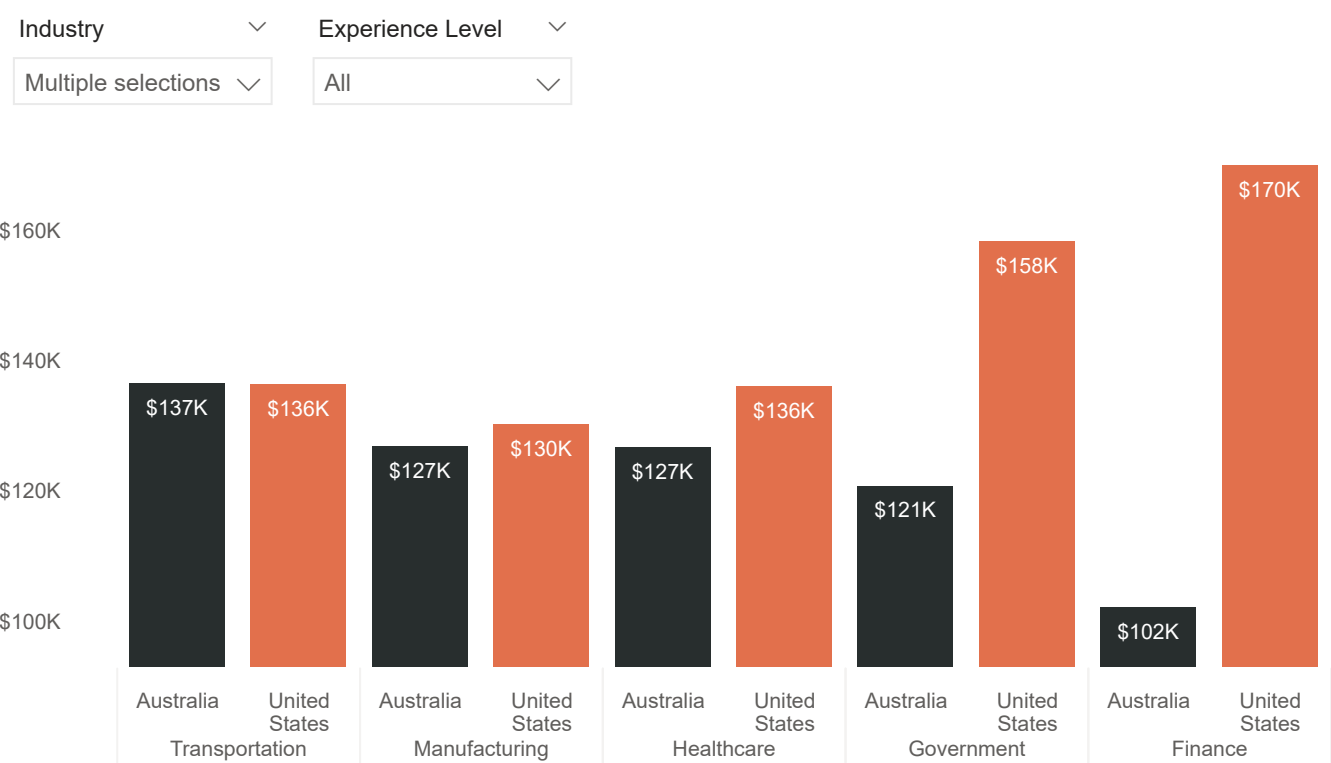
2. Regional pay differences are at every level

- Entry-level AI professionals in Northern Europe earn close to $94,000, while those in South Asia average about $46,000.
- This pattern of regional disparity, which is more than twice the difference, continues through all career levels.

3. Global salary range varies by more than six-fold

- There is a six-fold gap between the lowest entry-level pay in South Asia and the highest executive-level salary in Northern Europe, highlighting how geography and seniority together shape long-term earnings.

How Competitive Are AI Salaries in Australia Compared to the US?

Industry ⌄   Experience Level ⌄

Multiple selections ⌄   All ⌄

Australia's AI salaries are generally lower than those in the U.S., but the gap varies by industry.

1. Transportation leads the way:

It's the only Australian industry where average salaries exceed the U.S., by a narrow 0.13%. Globally, it ranks 5th.

2. Surprising sector contrasts:

- **Manufacturing** ranks 2nd in Australia, yet is among the lowest-paid industries in the U.S. Even so, U.S. salaries are still 2.65% higher.

- **Healthcare** is Australia's 3rd best-paying AI sector but ranks near the bottom in the U.S., where salaries remain 7.37% higher.

- **Government roles** rank 7th in Australia but 3rd in the U.S., highlighting public sector differences.
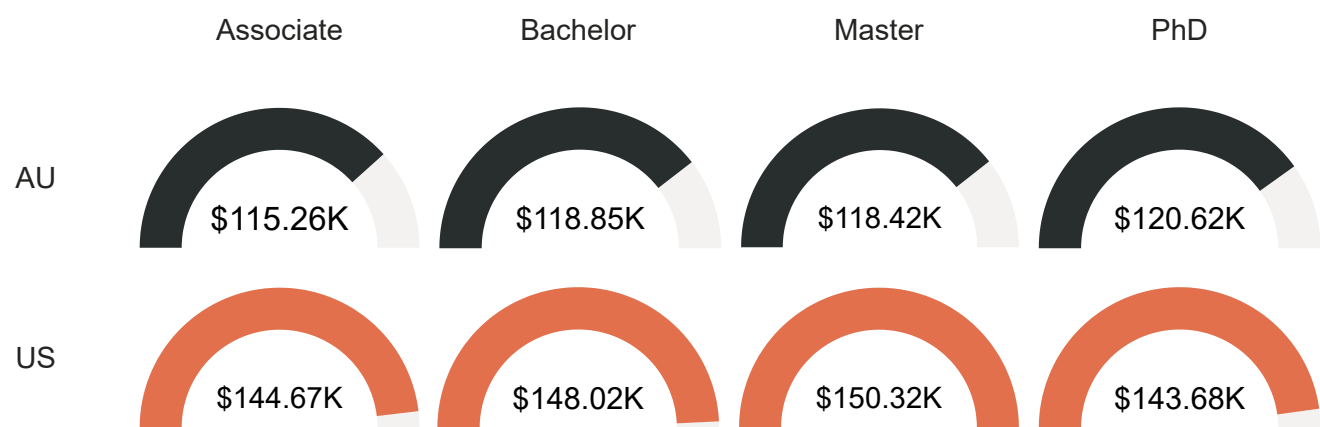
3. Finance underperforms locally:

As the lowest-paid AI sector in Australia, finance is over 30% below the top-paid transportation industry. Globally, it ranks 12th out of 20 countries. In the U.S., finance tops the chart, with salaries nearly 40% higher than Australia's, marking the **largest international gap by sector**.

Education vs Pay in AI/ML

Does higher education mean higher salary in AI and ML roles?

Company Size ⌄	Experience Level ⌄	Employment Type ⌄
All ⌄	All ⌄	All ⌄

	Associate	Bachelor	Master	PhD
AU	$115.26K	$118.85K	$118.42K	$120.62K
US	$144.67K	$148.02K	$150.32K	$143.68K

1. Global Trends:

- **Master's degrees yield the highest average salaries globally,** followed by **Bachelor's**, **Associate**, and then **PhDs**, which rank fourth, a surprising outcome that defies expectations.

- This pattern holds true in both the United States and the global average.
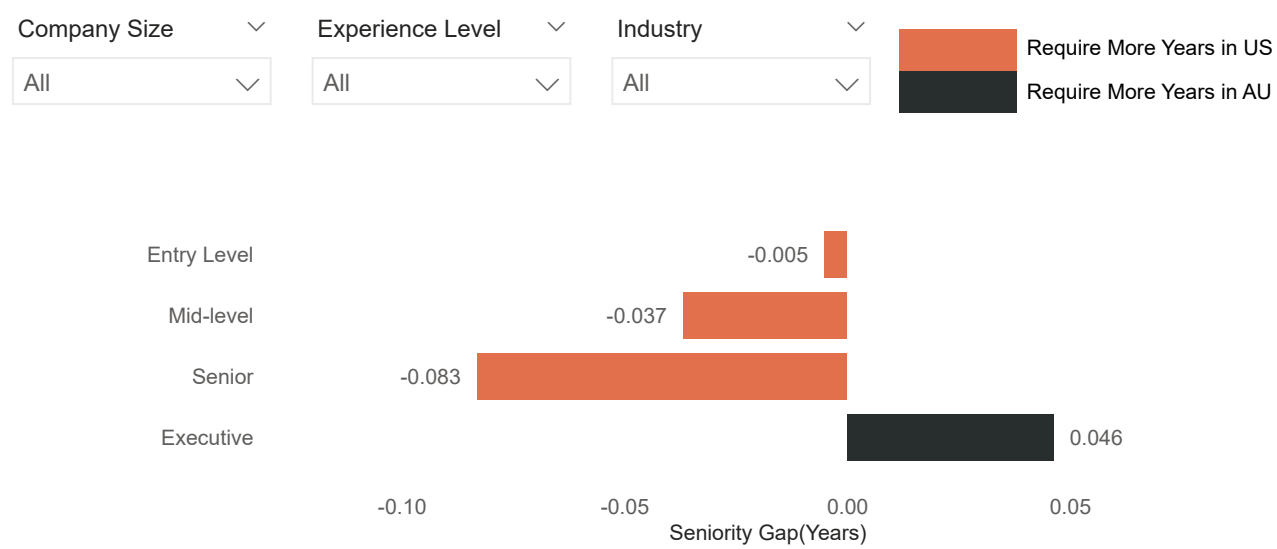
2. Australia's Unique Twist:

- In contrast, **PhDs earn the most overall in Australia**, followed by **Bachelor**, **Master**, and **Associate**, representing a reversed hierarchy.

- However, the pay differences across degrees in Australia are much narrower than in the U.S.

3. Exceptions to Watch:

- In **large Australian companies**:
  PhDs earn **the least** in full-time Executive and Entry roles, and in contract Senior roles.

- In **mid-sized Australian companies**:
  PhDs rank lowest in **contract Senior** and **full-time Mid-level** roles.

- In **small Australian companies**:
  PhDs don't consistently rank lowest in any single level, but they're never the top earners either.

Defining AI Career Maturity

How to Define AI Career Maturity?

Company Size	Experience Level	Industry
All ⌄	All ⌄	All ⌄

■ Require More Years in US
■ Require More Years in AU

	Seniority Gap(Years)
Entry Level	-0.005
Mid-level	-0.037
Senior	-0.083
Executive	0.046

-0.10   -0.05   0.00   0.05

Seniority Gap(Years)

AI careers in Australia tend to mature in different pace compared to the U.S., especially in industries like Finance and Manufacturing. Several key disparities stand out:

1. Manufacturing (Entry-Level): Entry roles in Australian manufacturing require more than twice the experience compared to their U.S. counterparts.

2. Transportation Sector: Australia imposes higher experience thresholds at the entry and senior levels. However, at mid and executive levels, U.S. professionals tend to need more experience.

3. Small Manufacturing Firms (Executive-Level): These firms show the steepest requirements in Australia, with executive roles averaging **17.67 years** of experience.

4. Overall Executive Demand: Across sectors, Australian executive roles often demand more experience than those in the U.S. Notably in **Finance, Manufacturing (small firms)**, and **Government and Healthcare (medium firms)**.

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