

# TECHNICAL WRITING JOB MARKET IN CENTRAL AND EASTERN EUROPE

AN OBSERVATION OF THE  
TECHWRITING JOB MARKET  
TRENDS IN THE CEE REGION



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# Introduction to the Report



This is the first report concerning technical writing job market in Europe. As ITCQF, we are offering qualifications certificates in techcomm and training sessions in technical writing. We wanted to find more information about techwriting across different countries in Europe. We checked the number of job offers and employed techwriters as well as the average salary. Our goal was to create a report with the most important information on a chosen market.

## Why Central and Eastern Europe?

Europe is a huge market, and if we were to analyse it closely, this report would be too long. We decided to focus our research on Central and Eastern Europe as it is a growing market and it can provide a lot of interesting insights.

The times when techwriting was purely focused on the heavy industry are over, and nowadays, technical writing skills are necessary in the IT world. Accordingly, more and more people are getting interested in this topic and all they need is training and a laptop.

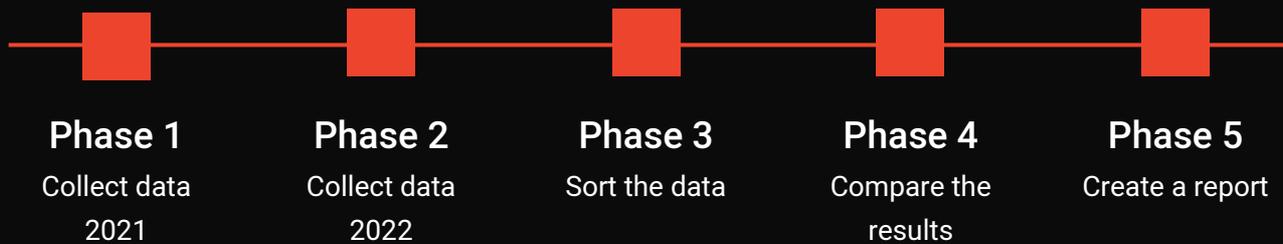
This is the exact reason why we want to focus on the markets of Central and Eastern Europe where an impressive growth can be observed, instead of countries like Germany or the UK.

However, to show perspective, some countries from other parts of Europe will be included in this report.



# Methodology

## Timeline



## Method of Research

This report is not a detailed analysis of the technical writing job market in Europe, but a loose observation that was carried out between 2021 and 2022.

All data concerning job offers and Employed Techwriters comes from LinkedIn. Observations were made over the period of 26-01-2021 and 12-01-2022. The data concerning job offers and employed techwriters was collected by inserting the phrase "Technical Writer" into the search bar on LinkedIn. In the next step, correct filters were applied. "Job offers" for number of job offers, and "People" for "technical writers." Lastly, each country was selected and data was collected.

All data concerning salaries comes from [Paylab](#) from the same period as the data from LinkedIn.

Population numbers were collected from [Trading Economics](#) and they present data from 2020.

After the data was collected, it was sorted and analysed in order to see patterns and growth numbers between January 2021 and January 2022.

## Limitations

We are aware that many variables could affect the number of offers and employment. After all, we were only taking a snapshot on one day in January 2021 and 2022.

However, our goal was not to create a detailed analysis of technical writing job market over a one-year period in Europe, but to make an observation on how the market can change based on the data that LinkedIn is providing.

LinkedIn is a leading online job searching platform and it seemed like a great start for the first-ever report concentrating on the trends and growth of techwriting in Europe.

However, due to a lack of data in some countries in the CEE region, we decided to limit the number of countries used in this report to Belarus, Bulgaria, Czech Republic, Estonia, Hungary, Latvia, Lithuania, Moldova, Poland, Romania, Russia, Slovakia, and Ukraine.

This report is made for people. We wanted to inform both techwriters and people considering this career about how market is changing. We would love to hear your opinion and feedback. What would you like to see in future reports?

# CENTRAL AND EASTERN EUROPE



# Europe - employed



ITCQF Insights 2022

## 14,702 techwriters

There are overall 108,559 techwriters in Europe. 14% of them come from the CEE Region.

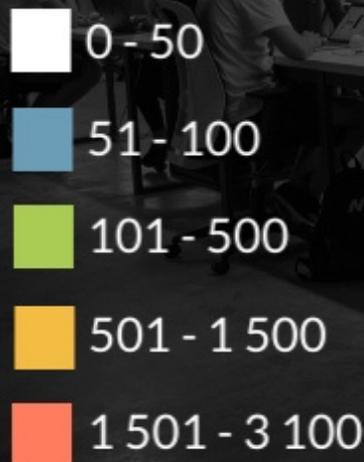


Technical writing is not the most popular profession, but in all the countries (except Moldova and Latvia) the number of employed technical writers exceeds 250. There are countries like Poland, Czech Republic, Romania or Hungary where this number is over 1300.

This number may appear small, but overall, the 12.5% growth of technical writers can be observed in this region of Europe. In total, there are 1637 more new technical writers in 2022 than in 2021 according to the data from LinkedIn.

The country with the biggest number of technical writers is Poland. There are 2200 employed technical writers on the Polish market.

# Europe - job offers



ITCQF Insights 2022

## 1,703 job offers

In Europe there are overall 10,961 job offers on the techwriting market. 15% of them come from the CEE Region.



The number of job offers varies depending on the country. There are countries like Moldova where in January 2022 there was only 1 job offer on LinkedIn, while at the same time, there are countries like Romania where the number of job offers was 222. The leader in the Central and Eastern European technical writing market is Poland. In January, there were 739 job offers.

Overall, we observed growth in job offers in every country in this region. In total numbers, there are 1399 more job offers in January 2022 than in January 2021. Even though only one month is being considered, the growth is staggering and meaningful.

Techwriting is a growing profession in the CEE region, and countries like Poland and Romania are providing big markets for new technical writers.

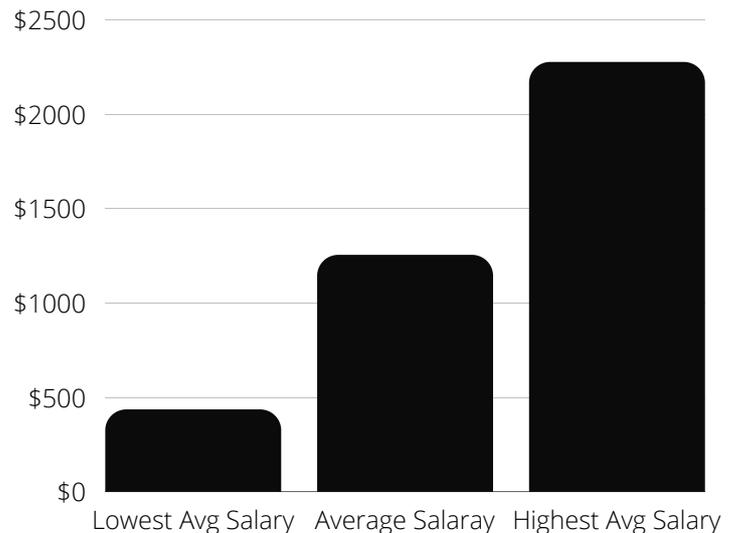
# Salary and Density of Technical Writers

## AVERAGE SALARY

Considering that the observation is carried out over different countries in Central and Eastern Europe, there are going to be differences in average monthly salaries. The lowest avg salary can be observed in Moldova and it is \$434, while the highest avg salary can be seen in Czech Republic and it is \$2275.

Overall, the avg monthly salary across Central and Eastern Europe is \$1253.3.

# 1,253 USD



## 49.3 TECHWRITERS / 1 MILLION PEOPLE



## DENSITY OF TECHWRITERS

With the numbers of technical writers in each country and with the population number, it was possible to calculate the density of techwriters. In Central and Eastern Europe, there are 49.3 techwriters over 1 million people. The country with the lowest density is Moldova with 22 techwriters over 1 million people, and the most dense country is Estonia with 197.7 techwriters over 1 million people. However, there are only 10 techwriters in Estonia according to LinkedIn. In countries with a bigger number of techwriters, the density is around 120 techwriters.

# MARKET EXAMPLES

**MOST INTERESTING AND IMPORTANT  
JOB MARKETS IN COUNTRIES LOCATED  
IN CENTRAL AND EASTERN EUROPE**



# POLAND

739

JOB OFFERS IN 2022

+630

OFFERS COMPARED  
TO 2021



2200

EMPLOYED  
TECHWRITERS

16%

GROWTH IN EMPLOYED

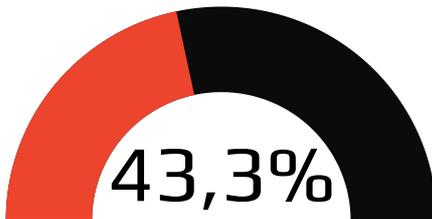
\$1468

AVERAGE SALARY

58

TECHWRITERS/  
1 MILLION PEOPLE

ITCQF Insights 2022



43,3% of all offers in Central and Eastern Europe are from Poland.



15% of all techwriters in Central and Eastern Europe are located in Poland.

According to the data gathered from LinkedIn, Poland is a leader in the technical writing job market in Central and Eastern Europe. In 2022, the number of job offers was the highest, and the number of employed techwriters was the highest, as well. The incredible growth of this profession in Poland can be observed in the difference between offers in 2021 and 2022. This year there are 630 more offers, and this is the highest number in this metric for the whole of Central and Eastern Europe.

300 new technical writers are responsible for the 16% growth in 2022. In terms of percentage growth, Poland is behind countries like Lithuania or Estonia, but considering the total number of differences in employed techwriters between 2021 and 2022, Poland is equal to countries like Russia or Ukraine.

Overall, Poland is the leader in the CEE region and shows signs of a fast-growing market for technical writing.

# ROMANIA

222

JOB OFFERS IN 2022

+180

OFFERS COMPARED  
TO 2021



2100

EMPLOYED  
TECHWRITERS

17%

GROWTH IN EMPLOYED

\$965

AVERAGE SALARY

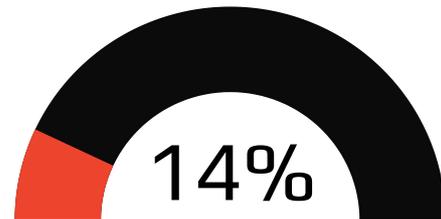
108.6

TECHWRITERS/  
1 MILLION PEOPLE

ITCQF Insights 2022



13% of all offers in Central and Eastern Europe are from Romania.



14% of all techwriters in Central and Eastern Europe are located in Romania.

Romania can be named the second leader in the Central and Eastern European technical writing market. With 222 job offers on LinkedIn, it provides the second biggest market after Poland, and with 2100 active technical writers, it is the second country with the biggest number of employed techwriters.

Additionally, the difference in job offers between 2021 and 2022 is the second-highest as well and it is equal to 180. Similar to Poland in 2022, there are 300 more techwriters than in the previous year and in percentage, it is equal to 17%. It is an average growth in the employed across the eastern region.

The average salary in Romania is lower than the avg salary in Central and Eastern Europe, however, it lies in 1 standard deviation from the mean.

Romania is an interesting market. In terms of total numbers and growth, it is in the top countries in the region. An argument can be made that with further development it can become one of the leading technical writing markets in Central and Eastern Europe.

# HUNGARY

146

JOB OFFERS IN 2022

+126

OFFERS COMPARED  
TO 2021



1200

EMPLOYED  
TECHWRITERS

9%

GROWTH IN EMPLOYED

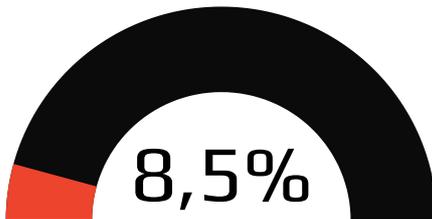
\$1606

AVERAGE SALARY

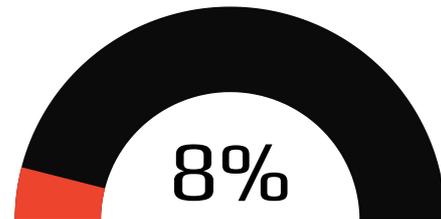
122

TECHWRITERS/  
1 MILLION PEOPLE

ITCQF Insights 2022



8,5% of all offers in Central and Eastern Europe are from Hungary.



8% of all techwriters in Central and Eastern Europe are located in Hungary.

Hungary can be described as a medium-sized technical writing market in Central and Eastern Europe. It provides 146 job offers and has 1200 technical writers according to LinkedIn. Interestingly, there are 126 more job offers this year than there were in 2021. It may seem low, but in percentage, the growth is equal to 630%. However, the growth in employed techwriters is only 9% and is equal to 100 new techwriters. Perhaps Hungary may be a good market for international technical writers.

An additional benefit is a relatively high average salary. \$1606 in monthly salary is above average in this region of Europe.

Today, Hungary may be just a medium-sized market in Central and Eastern Europe, but if the growth rate continues to rise, it may become one of the main players in the CEE region.

# CZECH REPUBLIC

80

JOB OFFERS IN 2022

+57

OFFERS COMPARED  
TO 2021

1300

EMPLOYED  
TECHWRITERS

8%

GROWTH IN EMPLOYED

\$2275

AVERAGE SALARY

121

TECHWRITERS/  
1 MILLION PEOPLE

CZECH REP.  
Prague

ITCQF Insights 2022



4,6% of all offers in Central and Eastern Europe are from Czech Republic.



8,8% of all techwriters in Central and Eastern Europe are located in Czech Republic.

The Czech Republic is a country that is placed in the middle on the technical writing Central and Eastern Europe map. It does not have the biggest number of offers, but has the third biggest number of employed techwriters. The growth in offers is decent with 57 more than in 2021, and percentage-wise, the growth is equal to 247%.

The Czech Republic has the highest avg monthly salary across all of Central and Eastern Europe. With the \$2275 salary, it also stands out as the only country to exceed the \$2000 mark.

With a smaller population, there is a noticeable growth in both job offers and employment. The 8% growth of new technical writers is equal to 100. The Czech Republic is following the trends that can be observed across all the Central and Eastern European countries. Even in smaller countries where the total numbers are lower, significant growth can be seen.

# LITHUANIA

38

JOB OFFERS IN 2022

+34

OFFERS COMPARED  
TO 2021



LITHUANIA  
Vilnius

370

EMPLOYED  
TECHWRITERS

26%

GROWTH IN EMPLOYED

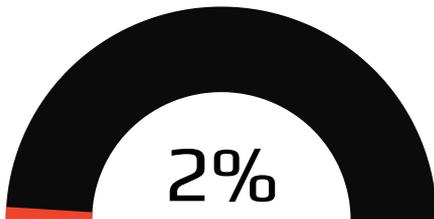
\$1282

AVERAGE SALARY

132.6

TECHWRITERS/  
1 MILLION PEOPLE

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2% of all offers in Central and Eastern Europe are from Lithuania.



2,5% of all techwriters in Central and Eastern Europe are located in Lithuania.

Lithuania is an interesting market for technical writing. In terms of total numbers, it is not in the top countries. After all, only 38 job offers and 370 technical writers can be observed on LinkedIn in January 2022. Both of these numbers are in the middle range in comparison to the other countries in this region.

However, Lithuania has the third-smallest population in the CEE region so the small total numbers should not be surprising. Interesting numbers can be seen in the growth of the metrics. In 2021, there were only 4 job offers and this year there are 34 more. It is 850% growth. The same pattern can be seen in employment. This year there are 76 more technical writers which in percentage growth is equal to 26%. Both of those numbers are the highest in Central and Eastern Europe.

Even with low total numbers, Lithuania remains an interesting market with a lot of future potential. If the tendencies in growth continue to rise, Lithuania may become a main player in the European technical writing markets.



# **OTHER EUROPEAN MARKETS**

**COUNTRIES FROM DIFFERENT PARTS OF  
EUROPE WILL BE USED AS BENCHMARKS  
TO BETTER UNDERSTAND THE SITUATION  
AND TRENDS IN CENTRAL AND EASTERN  
EUROPE**

# SPAIN



208

JOB OFFERS IN 2022

+173

OFFERS COMPARED TO 2021

4700

EMPLOYED TECHWRITERS

17%

GROWTH IN EMPLOYED

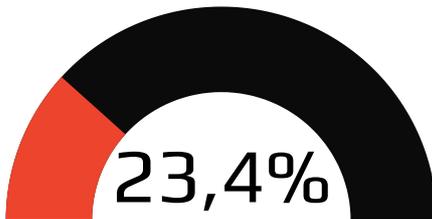
\$2778

AVERAGE SALARY

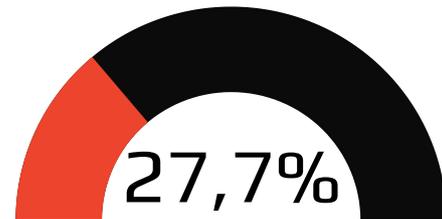
99

TECHWRITERS/ 1 MILLION PEOPLE

ITCQF Insights 2022



23,4% of all offers in Southern Europe are from Spain.



27,7% of all techwriters in Southern Europe are located in Spain.

Spain is a strong player in the Mediterranean region of Europe. It is in the top 3 countries in terms of job offers in 2022, as well as the growth of job offers from 2021. Accordingly, the growth of employed technical writers is the highest in the region. In comparison to the previous year, there are 700 more technical writers in Spain.

This is because Spain is a more established market for technical writers than some countries in Central and Eastern Europe. Spain is a bigger market and population which leads to a high number of job offers and employed techwriters.

Additionally, because Spain is in a more developed region of Europe, the average salary is higher than in Central and Eastern Europe. However, the density of techwriters is not as high as in some countries in the CEE region.

Overall, Spain is a well-established and well-developed market for technical writers. Growth in both job offers and employed techwriters can be observed.

# FINLAND



32

JOB OFFERS IN 2022

+16

OFFERS COMPARED  
TO 2021

2200

EMPLOYED  
TECHWRITERS

10%

GROWTH IN EMPLOYED

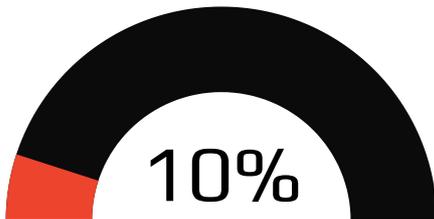
\$3960

AVERAGE SALARY

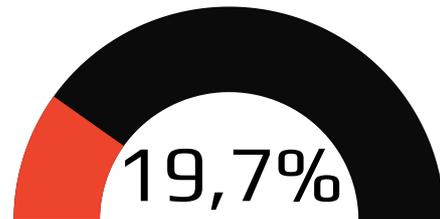
397

TECHWRITERS/  
1 MILLION PEOPLE

ITCQF Insights 2022



10% of all offers in Scandinavia  
are from Finland.



19.7% of all techwriters in  
Scandinavia are located in  
Finland.

Finland is a country with a decent market for technical writing. With its 32 job offers in January 2022, it is the third biggest market in Scandinavia. However, there is not much growth in terms of new job offers. Only 16 new offers in 2022 are equal to 100% growth which may seem like a lot, but in comparison to the countries in Central and Eastern Europe, it is not very high.

Finland still appears to be a more established market for technical writers than the ones seen in the CEE region. There are 2200 technical writers in Finland according to LinkedIn, and that is a 10% growth in comparison to 2021.

The higher development of Finland can be seen also in the average salary which is much higher than in any country in Central and Eastern Europe.

Similar to Spain, Finland has a much bigger number of technical writers in comparison to Central and Eastern Europe. However, the number of job offers and their growth is not higher. Poland or Romania have higher numbers in these rates.

# AUSTRIA

94

JOB OFFERS IN 2022

+63

OFFERS COMPARED TO 2021



908

EMPLOYED TECHWRITERS

-10%

GROWTH IN EMPLOYED

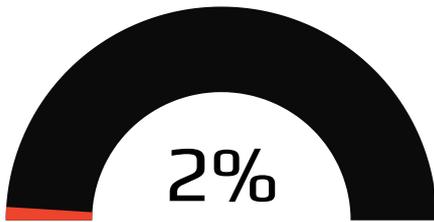
\$4704

AVERAGE SALARY

102

TECHWRITERS/  
1 MILLION PEOPLE

ITCQF Insights 2022



2% of all offers in Western Europe are from Austria.



1,4% of all techwriters in Western Europe are located in Austria.

Austria is an interesting example of the technical writing market at the heart of Western Europe. It may seem like an insignificant market, but because of the size of the market in Western Europe, it is hard to show how these numbers correspond to the whole. In Western Europe, there are a few main players like Germany and the United Kingdom who hold the majority of job offers and employed techwriters.

Nonetheless, Austria is a market with one of the highest average salaries for technical writers in the whole of Europe, but there is a decrease in the employed technical writers in 2022 in comparison to 2021. Similarly, the number of job offers and the growth in them is not as high as in some of the countries in the CEE region.

There are 92 fewer technical writers in 2022 in Austria than in 2021. This means that even if the market is developed with high salaries, the growth may not be observed. Austria is an interesting market that will require more observation to confirm if the decrease of techwriters is a one-year phenomenon or a future trend for Western European countries.

# Results of the analysis

By dividing Europe into the central-eastern, western, southern regions and Scandinavia, it will be easier for us to understand the differences in techwriting markets. Our main target is Central and Eastern Europe and the countries in the region. We wanted to see how they compare to other countries in Europe.

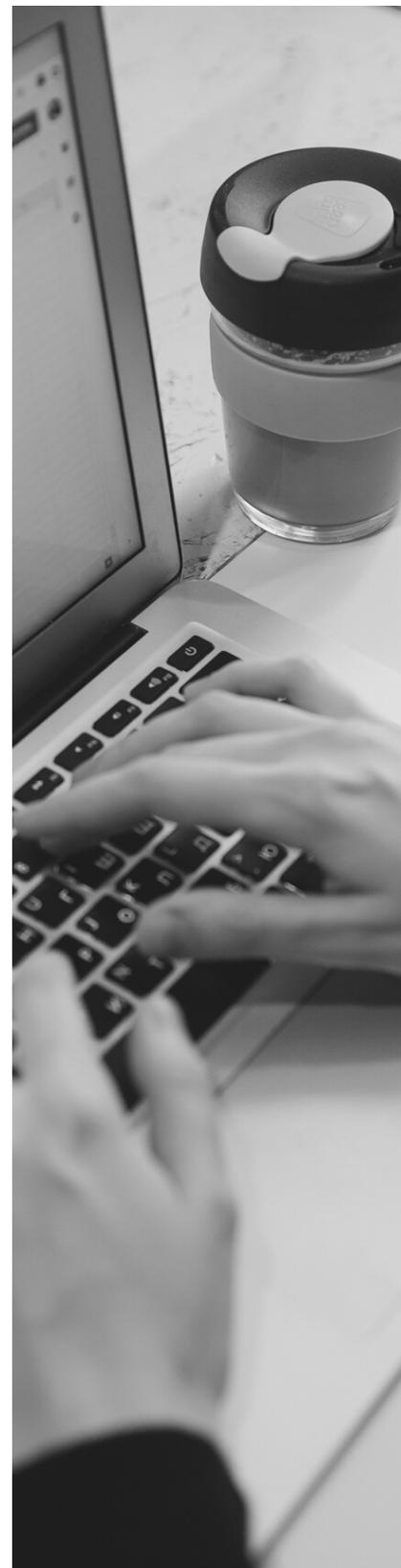
The technical writing market in Central and Eastern Europe can be defined as fresh and booming. The new trends in technical writing are helping the growth. The growing demand for techwriters in the IT world lowered the entry barriers to this profession. Now all you need is training and a laptop and you can start enjoying the profits and value of techwriting.

Currently, there are still not as many technical writers in Central and Eastern Europe as in the other regions of Europe. The other regions have mature, more developed markets which lead to a bigger number of technical writers.

**'The trends show that Central and Eastern Europe has higher growth rates in job offers and employment than Western Europe'**

However, it is worth noticing that the growth of technical writers in the CEE region is equal to 12.5% while in Western Europe it is only 0.2%. Even if the total numbers are bigger, the general trends show that a bigger development can be seen in Central and Eastern Europe.

Similar results can be observed in the job offers growth. In the total numbers, the western and southern regions of Europe have bigger growth in job offers, but in terms of percentage growth, Central and Eastern Europe is equal to them or even higher. There is a 460% growth in job offers in the CEE region while the same growth rate in Western Europe is only 326%.



# INTERESTING FACTS AND FIGURES ACROSS EUROPE



# Countries with negative employed growth rate



**-32%**

**GROWTH IN  
EMPLOYED**



**-25%**

**GROWTH IN  
EMPLOYED**



**-10%**

**GROWTH IN  
EMPLOYED**

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In January 2022, there are only three countries (according to LinkedIn) with negative growth in the employed. These are Germany, Austria, and France. All of them seem to be well-known and highly developed technical writing markets. There are high numbers of job offers in those countries and the total number of techwriters is higher than in other countries in Europe. However, there is no growth in the employed techwriters in comparison to 2021.

It is worth noting that all three countries are located in Western Europe, the region that is known for its well-developed markets. Even with such a pedigree, a decrease is present. Central and Eastern Europe may have lower total numbers in job offers and employed techwriters, but both of those ratios are growing across all the countries in that region.

An argument can be made that if such trends continue in the future, Western Europe will lose its leadership position. There is a lot of potential in the CEE region of Europe. Countries there are growing in both numbers of job offers and technical writers. Further observation needs to be carried out in order to explore this topic more deeply.

# Countries with the highest average salaries



ITCQF Insights 2022

Average monthly salary data was collected from Paylab. A high avg monthly salary is a characteristic of a highly developed market, as well as country. This is the reason why the highest salaries can be observed in countries from Scandinavia and Western Europe.

Denmark, Lichtenstein, and Switzerland have much higher salaries than the average in their region of origin. In Scandinavia, the average salary is around \$5145 while in Western Europe the avg salary is around \$4972.

However, such big paychecks come to a limited number of techwriters. In Lichtenstein, according to LinkedIn, there are only 2 job offers in January 2022, and in total, there are 5 technical writers in this country.

In Denmark, there are 58 job offers in January, and in total, there are 3200 technical writers in Denmark. There are more offers than in Lichtenstein, but still, their number is much lower than in the other countries.

The best situation can be observed in Switzerland. It can be explained by the fact that the Swiss have a long history in technical writing. The data from January 2022 states that there are 278 job offers (and this is 236 more offers than in 2021) and 2300 technical writers. An additional interesting fact is that there is no growth in technical writers in comparison to 2021.

# Past, Present, and Future

## PAST AND PRESENT

This report was created based on the data collected on LinkedIn in the span of one day in both January 2021 and January 2022. We are aware that it may not present a 100% accurate picture of the technical writing job market in Europe, but there are no other reports like that. This is the first of its kind. We decided to check how Central and Eastern Europe can compare to the rest of Europe in terms of technical writing. It was interesting to compare countries in the CEE region and see their development in terms of job offers and employed technical writers.

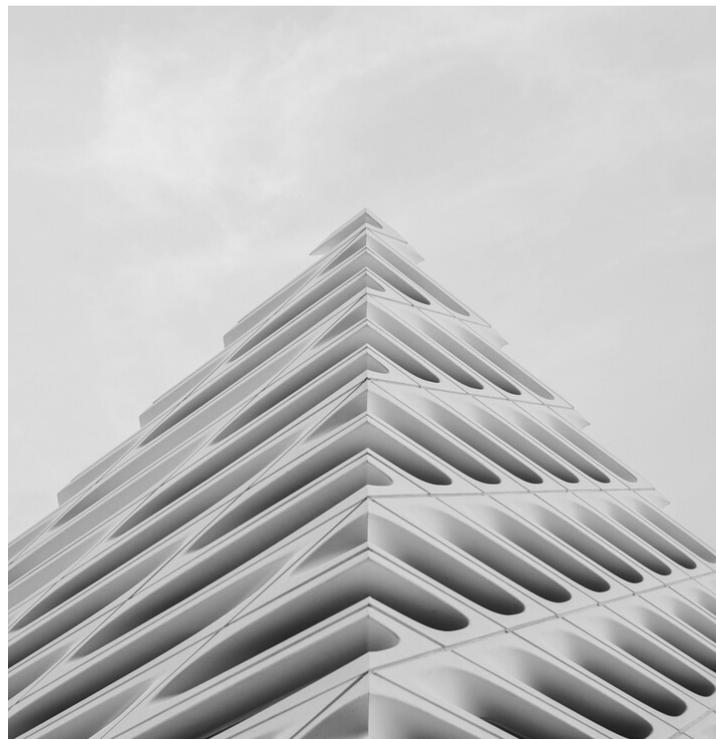
Interesting results can be noted. Central and Eastern Europe may not provide as many job opportunities for technical writers as the other parts of Europe, but there is a lot of future potential. To sum up the current situation in the eastern region, there are 1703 job offers and 14702 employed technical writers.

## FUTURE

It was an interesting experience to measure the growth and decrease among different ratios in European countries in technical writing job markets from 2021 to 2022. In this report, we focused more on showing the current situation and only presented the growth ratios where necessary.

However, in the future, we do not dismiss the possibility of creating another version of the report where more focus will be put on the growth of the technical writing market.

Additionally, in this report, we decided to focus on Central and Eastern Europe for the reasons stated at the beginning of the report. However, we still offer more information on other countries, so additional comparisons will be posted on our social media.





ITCQF is an international non-profit organisation that focuses on collecting techcomm knowledge and standardising it.

We share this knowledge for free, as well as create syllabi and offer certification that allows everyone involved in creating documentation (especially in software) to improve their skills in technical communication.

We are constantly looking for partners in different regions of the world - training, exam providers, and resellers.

Do you have any questions?  
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