



A Guide to Hiring & Getting Hired

Marketing - Communications - Creative - Product

2023 - 2024
SALARY
GUIDE

AMERICA'S BEST
EXECUTIVE
RECRUITING FIRMS

Forbes
2023

POWERED BY STATISTA

TABLE OF CONTENTS



03 SALARY GUIDE OVERVIEW



05 DISPELLING THE MYTHS OF TODAY'S JOB MARKET



10 A BIT ABOUT THE DATA



11 SALARIES



19 TREND WATCH



23 PREDICTIONS FOR HIGHEST DEMAND ROLES



24 WHY WORK WITH HIREMINDS

Coming out of one of the most competitive job markets we have seen in years, we spoke with candidates and clients to gather insights as to what is happening in the market today.

Here are some of the questions we are hearing. Does any of this sound familiar?



Is it an employer driven market?



Is it a candidate driven market?



If so many people have been laid off, why can't I fill my open roles?



If companies are still hiring, why can't I find a job?



We created this guide to help dispel the myths and evaluate perception vs. reality in the job market across marketing, communications, product and creative roles within B2B, B2C companies and agencies.

WHOSE MARKET IS IT ANYWAY?

The market for talent remains highly competitive. Clients are telling us budgets aren't as big as they were in the last 18 months.

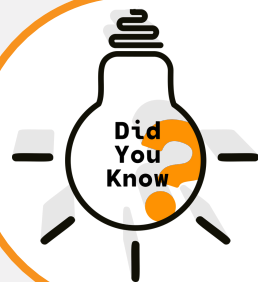
But candidates still have similar expectations and understanding of their market value.



It's a candidate-
driven market:
True(ish)

It's an
employer-
driven market:
True(ish)

01
MYTH
BUSTERS



The job growth rate for digital marketing is expected to continue to grow – increasing by 10% by 2026.

In 2022 US digital marketing and media hiring managers reported the “worst-ever” talent crisis. And many of the skilled talent are still in short supply as a result.

THERE IS SO MUCH TALENT OUT THERE NOW, IT SHOULD BE EASY TO FILL MY OPEN ROLES.

FALSE

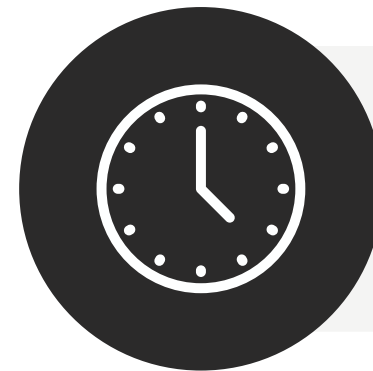
More than 150k US-based tech workers were impacted by layoffs this year. But we are still seeing employers struggle to find the talent they need.

JOB OFFERS ARE STILL BEING TURNED DOWN.

THE BIGGEST OBSTACLES:



Poor candidate experience



Time to hire



Misalignment on role expectations



Candidate burnout

PUTTING SALARY RANGES IN JOB DESCRIPTIONS MEANS THE CANDIDATE WILL **ALWAYS** WANT THE TOP END.

FALSE(ISH)

Most candidates understand that there is a reasonable range for every role.

WHAT THEY DON'T UNDERSTAND
IS HOW THAT RANGE IS DEFINED.

This is a huge opportunity for employers –
and it's how we defined the ranges provided in this survey.

91% of job seekers
say that salary
ranges in job posts
impact their
decision to apply.

82%
said seeing a salary
range in a job description
gives them a more
favorable impression
of a company.



THE ONLY THING THAT MATTERS IN A JOB OFFER IS THE SALARY

FALSE

More diverse workforces have driven employers to get more creative in trying to understand specific needs. Candidates are looking at job offers and roles holistically. It's as much about what's on paper as it is about embodiment of company culture, confidence in the long-term health of the company and personal development potential.

“

My pharmaceutical and biotech clients continue to make strong and competitive offers consisting of base, bonus and equity. Employee benefits are one area where companies have been more creative to stand out from their competitors. Programs include enhanced mental health support, extremely flexible work arrangements, generous parental leave policies, individualized personal financial planning services, non-cash employee reward programs and a wide range of health and fitness programs.

- Scott White, EVP

”

04

MYTH
BUSTERS

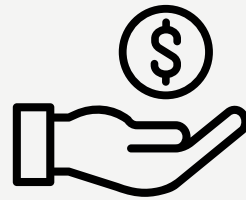
Let's face it:

**Money matters.
But money is rarely
the biggest reason
why someone does,
or does not, accept a
position.**

WHAT TOP CANDIDATES ARE LOOKING FOR IN AN OFFER

When a candidate is deciding between job offers with similar compensation, the work flexibility can become the deciding factor.

05
MYTH
BUSTERS



Total Compensation and Benefits are still topping the list

Base salary, incentive
bonus, sign on, equity

Benefits including
healthcare, retirement,
family leave and PTO

Perk benefits like
phone allowance, tech
stipend



Flexibility

Aligning personal
responsibilities
with professional
responsibilities



People and Culture

Ethical behavior

Commitment to
employee
wellness

Well-defined
DEIB programs



Product/ Service Offering

Does the
product work?

Can they
believe in it?



Growth and Development

Path for
advancement

Support in place for
training and
development



SALARY GUIDE
OVERVIEW

DISPELLING
THE MYTH OF
TODAY'S JOB
MARKET

A BIT ABOUT
THE NUMBERS

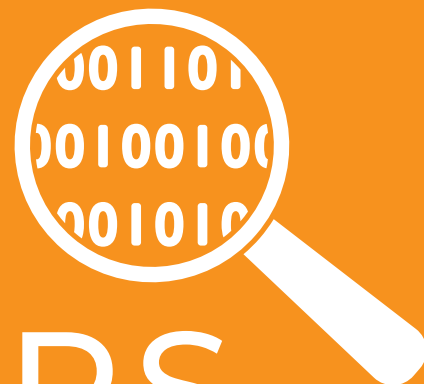
SALARIES

TREND WATCH

MARKETING
SALARY
PREDICTIONS

WHY WORK
WITH
HIREMINDS

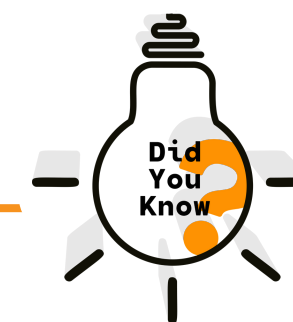
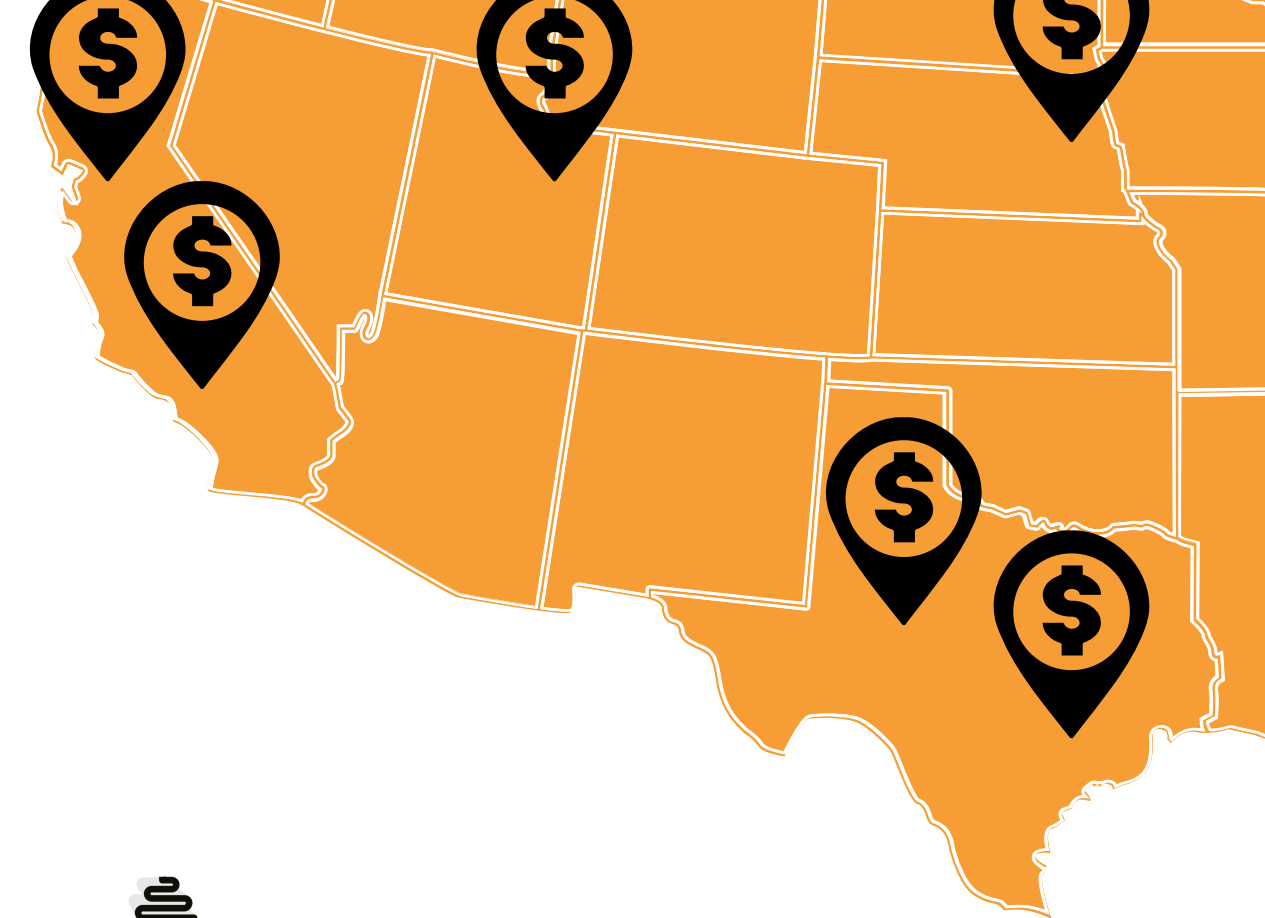
THE NUMBERS UNVEILED



For each position, we are sharing a salary range that includes low, medium and high.

Actual compensation can vary depending on factors such as the **industry, location, cost of living**, and the overall **job market**. Additionally, considering factors such as benefits, bonuses, and other perks is essential when evaluating total compensation packages.

The compensation data is a reflection of the national average. It was compiled directly from our proprietary database including open roles, actual job offers, and discussions with employers and job seekers.



While cost-of-living and geography traditionally had a big impact on salary ranges, the surge in remote work has shifted dynamics.

The demand for certain digital and tech skills now influences actual salary ranges more than location.



SALARY GUIDE
OVERVIEW

DISPELLING
THE MYTH OF
TODAY'S JOB
MARKET

A BIT ABOUT
THE NUMBERS

SALARIES

TREND WATCH

MARKETING
SALARY
PREDICTIONS

WHY WORK
WITH
HIREMINDS

PERFORMANCE MARKETING	LOW	MID	HIGH
Growth Marketing Manager	\$ 90,000	\$ 110,000	\$ 130,000
Director of Growth Marketing	\$ 140,000	\$ 150,000	\$ 180,000
VP Growth Marketing	\$ 160,000	\$ 200,000	\$ 250,000

DIGITAL MARKETING	LOW	MID	HIGH
Digital Marketing Manager	\$ 80,000	\$ 90,000	\$ 110,000
Director of Digital Marketing	\$ 130,000	\$ 160,000	\$ 200,000
VP, Digital Marketing	\$ 170,000	\$ 225,000	\$ 325,000
Digital Marketing Strategist	\$ 85,000	\$ 100,000	\$ 120,000
Lifecycle Marketing Manager	\$ 100,000	\$ 120,000	\$ 140,000
Director, Lifecycle Marketing	\$ 125,000	\$ 160,000	\$ 180,000
Email Marketing Manager	\$ 80,000	\$ 110,000	\$ 130,000

SALARY GUIDE

SEARCH MARKETING	LOW	MID	HIGH
Paid Search Manager	\$ 70,000	\$ 85,000	\$ 110,000
Director of Paid Search	\$ 90,000	\$ 125,000	\$ 140,000
VP Search Marketing	\$ 120,000	\$ 140,000	\$ 160,000
SEO Manager	\$ 90,000	\$ 120,000	\$ 150,000
Head of SEO	\$ 110,000	\$ 140,000	\$ 170,000





SALARY GUIDE
OVERVIEW

DISPELLING
THE MYTH OF
TODAY'S JOB
MARKET

A BIT ABOUT
THE NUMBERS

SALARIES

TREND WATCH

MARKETING
SALARY
PREDICTIONS

WHY WORK
WITH
HIREMINDS

PRODUCT MARKETING	LOW	MID	HIGH
Product Marketing Manager	\$ 115,000	\$ 140,000	\$ 170,000
Head of Product Marketing	\$ 165,000	\$ 185,000	\$ 210,000
VP Product Marketing	\$ 200,000	\$ 225,000	\$ 250,000

PRODUCT MANAGEMENT	LOW	MID	HIGH
Product Manager	\$ 110,000	\$ 135,000	\$ 160,000
Director of Product Management	\$ 180,000	\$ 195,000	\$ 210,000
VP of Product	\$ 210,000	\$ 225,000	\$ 250,000

MARKETING OPERATIONS	LOW	MID	HIGH
Marketing Operations Manager	\$ 90,000	\$ 110,000	\$ 130,000
Head of Marketing Operations	\$ 140,000	\$ 160,000	\$180,000

SALARY GUIDE



DEMAND GEN	LOW	MID	HIGH
Demand Gen Manager	\$ 80,000	\$ 115,000	\$ 145,000
Director of Demand Gen	\$ 150,000	\$ 175,000	\$ 200,000
Sr. Director Demand Gen	\$ 210,000	\$ 225,000	\$ 250,000



SALARY GUIDE
OVERVIEW

DISPELLING
THE MYTH OF
TODAY'S JOB
MARKET

A BIT ABOUT
THE NUMBERS

SALARIES

TREND WATCH

MARKETING
SALARY
PREDICTIONS

WHY WORK
WITH
HIREMINDS

ECOMMERCE	LOW	MID	HIGH
eCommerce Manager	\$ 90,000	\$ 130,000	\$ 160,000
Director of eComm	\$ 140,000	\$ 180,000	\$ 220,000
VP, eCommerce	\$ 180,000	\$ 225,000	\$ 325,000
eCommerce Operations Manager	\$ 90,000	\$ 140,000	\$ 165,000

ANALYTICS	LOW	MID	HIGH
Marketing Analyst	\$ 70,000	\$ 85,000	\$ 100,000
Analytics Supervisor	\$ 100,000	\$ 115,000	\$ 130,000
Head of Marketing Analytics	\$ 120,000	\$ 150,000	\$ 180,000
VP of Marketing Analytics	\$ 160,000	\$ 190,000	\$ 220,000
Social Media Analyst	\$ 60,000	\$ 70,000	\$ 85,000
Web Analytics Manager	\$ 90,000	\$ 115,000	\$ 140,000
Director Web Analytics	\$ 130,000	\$ 150,000	\$ 180,000

SALARY GUIDE



SOCIAL MEDIA	LOW	MID	HIGH
Paid Social Manager	\$ 90,000	\$ 110,000	\$ 140,000
Director of Paid Social	\$ 120,000	\$ 130,000	\$ 170,000
Social Media Specialist	\$ 58,000	\$ 65,000	\$ 75,000
Social Media Manager	\$ 80,000	\$ 115,000	\$ 140,000
Director Social Media	\$ 120,000	\$ 130,000	\$ 150,000
Manager Influencer Marketing	\$ 75,000	\$ 85,000	\$ 100,000
Head of Influencer Marketing	\$ 110,000	\$ 130,000	\$ 150,000



SALARY GUIDE
OVERVIEW

DISPELLING
THE MYTH OF
TODAY'S JOB
MARKET

A BIT ABOUT
THE NUMBERS

SALARIES

TREND WATCH

MARKETING
SALARY
PREDICTIONS

WHY WORK
WITH
HIREMINDS

CONTENT & COPYWRITING	LOW	MID	HIGH
Content Marketing Manager	\$ 65,000	\$ 80,000	\$ 95,000
Director of Content	\$ 110,000	\$ 130,000	\$ 170,000
Content Strategist	\$ 80,000	\$ 95,000	\$ 110,000
Web Editor/Producer	\$ 65,000	\$ 80,000	\$ 90,000
Technical Writer	\$ 65,000	\$ 80,000	\$ 100,000
Copywriter	\$ 60,000	\$ 80,000	\$ 90,000
Senior Copywriter	\$ 75,000	\$ 90,000	\$ 120,000
ACD Copy	\$ 90,000	\$ 115,000	\$ 130,000
CD Copy	\$ 100,000	\$ 130,000	\$ 160,000

SALARY GUIDE



PUBLIC RELATIONS	LOW	MID	HIGH
PR Account Executive	\$ 50,000	\$ 55,000	\$ 60,000
PR Senior Account Executive	\$ 60,000	\$ 65,000	\$ 75,000
PR Account Manager	\$ 70,000	\$ 75,000	\$ 85,000
PR Account Supervisor	\$ 85,000	\$ 90,000	\$ 100,000
PR Account Director	\$ 100,000	\$ 110,000	\$ 130,000



SALARY GUIDE
OVERVIEW

DISPELLING
THE MYTH OF
TODAY'S JOB
MARKET

A BIT ABOUT
THE NUMBERS

SALARIES

TREND WATCH

MARKETING
SALARY
PREDICTIONS

WHY WORK
WITH
HIREMINDS

HEALTHCARE COMMUNICATIONS	LOW	MID	HIGH
Manager, Corporate Communications	\$ 90,000	\$ 105,000	\$ 120,000
Manager, Investor Relations	\$ 95,000	\$ 112,000	\$ 125,000
Senior Manager, Corporate Communications	\$ 130,000	\$ 142,500	\$ 155,000
Senior Manager, Digital Communications	\$ 125,000	\$ 140,000	\$ 155,000
Associate Director, Executive Communications	\$ 150,000	\$ 164,000	\$ 172,000
Associate Director, Communications	\$ 160,000	\$ 167,500	\$ 175,000
Associate Director, Patient Advocacy	\$ 145,000	\$ 158,000	\$ 171,000
Associate Director, Product Communications	\$ 140,000	\$ 155,000	\$ 170,000
Director of Digital Communications	\$ 190,000	\$ 210,000	\$ 230,000

SALARY GUIDE



HEALTHCARE COMMUNICATIONS	LOW	MID	HIGH
Director, Communications	\$ 180,000	\$ 192,500	\$ 225,000
Director, Patient Advocacy	\$ 190,000	\$ 200,000	\$ 215,000
Director, Product Communications	\$ 190,000	\$ 205,000	\$ 220,000
Senior Director, Corporate Communications	\$ 235,000	\$ 262,500	\$290,000
Head of Investor Relations (VP level)	\$ 200,000	\$ 250,500	\$ 300,000



SALARY GUIDE
OVERVIEW

DISPELLING
THE MYTH OF
TODAY'S JOB
MARKET

A BIT ABOUT
THE NUMBERS

SALARIES

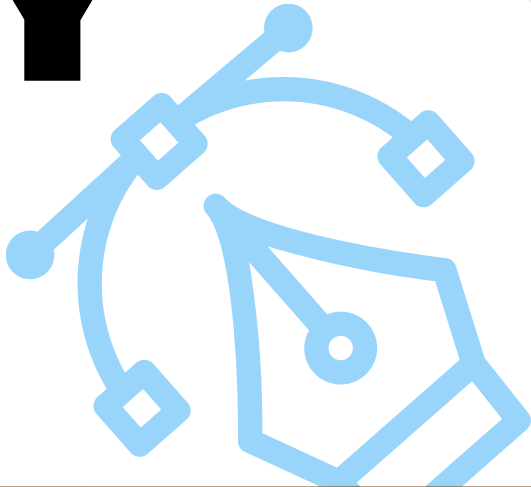
TREND WATCH

MARKETING
SALARY
PREDICTIONS

WHY WORK
WITH
HIREMINDS

DESIGN UX/UI	LOW	MID	HIGH
Visual Designer	\$ 65,000	\$ 95,000	\$ 145,000
Web Designer	\$ 75,000	\$ 100,000	\$ 150,000
UX Designer	\$ 80,000	\$ 120,000	\$ 175,000
Director of UX	\$ 130,000	\$ 160,000	\$ 200,000
3-D Designer	\$ 70,000	\$ 95,000	\$ 130,000
Art Director	\$ 80,000	\$ 110,000	\$ 130,000
Creative Director	\$ 130,000	\$ 160,000	\$ 190,000
Presentation Designer	\$ 65,000	\$ 80,000	\$ 110,000
UX Strategist	\$ 90,000	\$ 125,000	\$ 150,000
Product Designer	\$ 85,000	\$ 120,000	\$ 175,000
Digital/Integrated Designer	\$ 70,000	\$ 105,000	\$ 150,000

SALARY GUIDE



PROJECT MANAGEMENT & PRODUCTION	LOW	MID	HIGH
Project Manager	\$ 60,000	\$ 80,000	\$ 110,000
Web Project Manager	\$ 60,000	\$ 80,000	\$ 110,000
Head of Project Management	\$ 130,000	\$ 180,000	\$ 230,000
VP Project Management	\$ 125,000	\$ 150,000	\$ 175,000
Web Producer	\$ 60,000	\$ 80,000	\$ 110,000
Event Manager	\$ 65,000	\$ 90,000	\$ 115,000

MEDIA	LOW	MID	HIGH
Media Planner/Buyer	\$ 55,000	\$ 60,000	\$ 70,000
Media Supervisor	\$ 70,000	\$ 75,000	\$ 90,000
AMD, Media	\$ 90,000	\$ 100,000	\$ 115,000
Media Director	\$ 125,000	\$ 140,000	\$ 150,000
VP, Media	\$ 180,000	\$250,000	\$ 300,000
Manager, Digital Media	\$ 70,000	\$ 80,000	\$ 100,000

Salaries may be experiencing a period of stabilization, but there has been a noticeable surge in employer expectations regarding skillsets. Job descriptions are more substantial with roles being consolidated, leaving little room for flexibility within the profiles. Over the past two years, we saw employers displaying a greater willingness to consider candidates with non-traditional backgrounds, whether it be agency versus in-house experience or individuals transitioning from different industries. This trend indicates a growing demand for versatile and adaptable marketers.

LIAM VANCE, VP, MARKETING PRACTICE LEAD

SALARY GUIDE

AGENCY ACCOUNT MANAGEMENT	LOW	MID	HIGH
Account Executive	\$ 50,000	\$ 60,000	\$ 75,000
Account Manager	\$ 60,000	\$ 75,000	\$ 90,000
Account Supervisor	\$ 80,000	\$ 90,000	\$ 120,000
Account Director	\$ 90,000	\$ 120,000	\$ 150,000
VP Account Management	\$ 140,000	\$ 180,000	\$ 200,000



SALARY GUIDE
OVERVIEW

DISPELLING
THE MYTH OF
TODAY'S JOB
MARKET

A BIT ABOUT
THE NUMBERS

SALARIES

TREND WATCH

MARKETING
SALARY
PREDICTIONS

WHY WORK
WITH
HIREMINDS

SALES	LOW	MID	HIGH
BDR/SDR	\$ 50,000	\$ 60,000	\$ 70,000
Account Executive	\$ 70,000	\$ 90,000	\$ 115,000
Enterprise or Senior Account Executive	\$ 120,000	\$ 135,000	\$ 150,000
Director of Sales (Management)	\$ 150,000	\$ 160,000	\$ 175,000
VP Sales (Management)	\$ 175,000	\$ 195,000	\$ 225,000
CRO	\$ 225,000	\$ 260,000	\$300,000

SALARY GUIDE



TREND WATCH:

EMPLOYEE RETENTION

Almost 50 million people quit their jobs in the 2 years following the pandemic. While that number has declined, it continues to have a big impact on hiring needs, particularly in digital marketing.

CONFIDENCE IN AN ORGANIZATION'S FUTURE
SIGNIFICANTLY BOOSTS RETENTION.

“

I have seen a number of employers hire compensation analysts over the last 2 years to better focus on pay scales and comp strategy. Internal equity issues played a big part in both an inability to meet the competitive new hire expectations, as well as high attrition rates.

MICHELLE HOLAHAN, VP, HEAD OF EMPLOYER BRAND

”

01
TREND
WATCH

THE GOOD NEWS:

Pay transparency
decreases likelihood to
seek a new job by 30%



TRANSPARENCY & ACTION

Candidates are genuinely concerned about how companies put their DEIB initiatives into action.

THEY WANT TO READ
ABOUT THEM, HEAR
ABOUT THEM, AND
MOST IMPORTANTLY,
SEE THEM IN ACTION.



GROWTH & DEVELOPMENT

A WELL-DEFINED GROWTH AND DEVELOPMENT PLAN CAN BE A BIG DIFFERENTIATOR FOR AN EMPLOYER.

Discuss the process and timing of performance reviews.

Provide information on employee development programs, training opportunities, and more.

Promoting growth & development plans makes for better-received job offers and helps improve retention of existing employees.

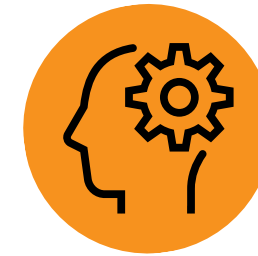


SKILLS-BASED HIRING

04
TREND
WATCH

MORE OF OUR MARKETING CLIENTS ARE BEGINNING TO DISCUSS SKILLS-BASED HIRING AND MOVING AWAY FROM DEGREE REQUIREMENTS.

81% of employers believe skills should be prioritized over degrees, but **52%** still hire from degree programs because they consider it a less risky choice.



Advantages:

- More confidence in quality of hire
- Reduce bias
- Increase the diversity talent pool

UPSKILLING

THINGS CHANGE QUICKLY IN DIGITAL AND UPSKILLING IS VITAL TO STAY COMPETITIVE.

78%

Believe digital marketing advancements are outpacing their company's ability to adapt.

HIGH DEMAND ROLES

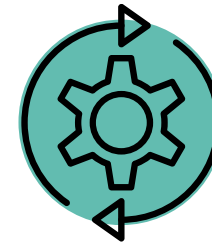
Marketing budgets have fluctuated throughout 2023, but certain skills remain in high demand



PAID MEDIA
OPTIMIZATION



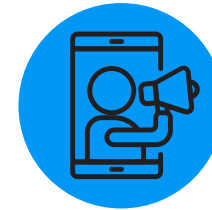
CONTENT
MARKETING



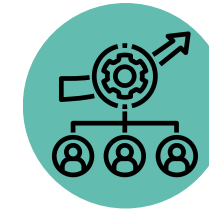
TECHNICAL DIGITAL
MARKETING WITH
AUTOMATION
EXPERIENCE



SEO



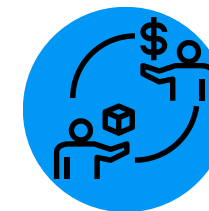
SOCIAL MEDIA
& INFLUENCER
MARKETING



PERFORMANCE
MARKETERS



MARKETING AND
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PRODUCT
MARKETING



ECOMMERCE AND
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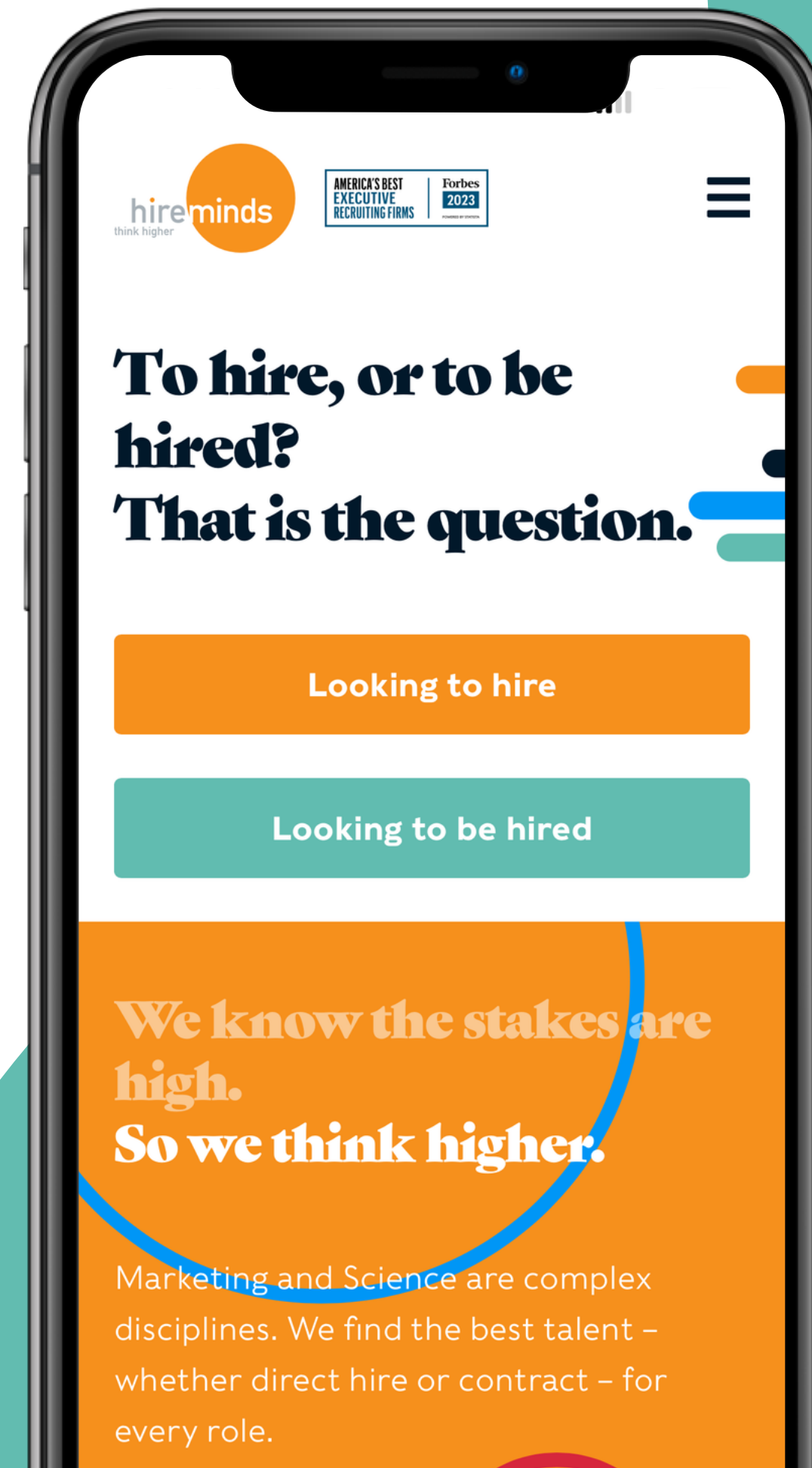
www.hireminds.com



Why work with HireMinds?

We operate as an extension of your business. On the front lines with candidates, we have a unique view and perspective into the current market and the motivations behind job seekers' needs and actions.

The confluence of our established relationships on both sides allows us to not only identify and engage the best talent, but also manage a smooth interview and offer process.





SOURCES

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