

2024 SALARY GUIDE

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By:
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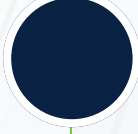
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ABOUT THIS GUIDE

In collaboration with EMM Research, SourceLab Search (SLS) presents an insightful guide offering a comprehensive view of the current employment landscape. With EMM Research's expertise in economic research, data services, and consulting, our guide navigates the complexities of today's competitive labor market, providing valuable insights into national salary standards and industry trends.

▶ Key Highlights

- **Data Collaboration**
 - Our guide combines SLS's proprietary data and insights with information sourced from trusted third-party providers such as EMM Research and The U.S. Bureau of Labor Statistics.
- **Organized Insights**
 - Salary data is meticulously organized by department, job title, and level, offering a clear understanding of compensation structures across various functions.
- **Flexible Salary Ranges**
 - Recognizing the diverse factors influencing salaries, we present three ranges—low, mid, and high. This flexibility accounts for variables like experience, expertise, market demand, and company size.
- **Local Market Comparison**
 - To contextualize national averages, our guide includes a "regional variance" section at start of this guide. This feature allows readers to assess how wages in their local markets compare to the presented data.

Please Note: The roles featured in this guide represent a sampling of the diverse positions SLS specializes in. For a detailed exploration of key positions specific to your local market, we encourage you to contact a SLS representative in your area. Our team provides tailored staffing solutions that align with your unique organizational needs and goals.

▶ General Information & Trends

In the dynamic landscape of 2024 marked by inflation, corporate shifts, and evolving technology, SLS emerges as your strategic partner for navigating the intricate world of talent acquisition. As a premier staffing and recruiting firm, SLS understands that in this era of change, optimizing compensation is paramount for securing top-tier talent.



TALENT MARKET TRENDS

➤ Evolving Temporary Employment Dynamics

In the ever-changing employment landscape, temporary work has experienced a notable decline of approximately 240,000 positions since March 2022. However, this dip is tempered by resilience, with temporary employment still standing at or above pre-pandemic levels. Against the backdrop of inflation, expectations for wage growth in 2024 have become nuanced. A noteworthy demographic shift is observed among workers aged 55 and older, who opted for early retirement during the pandemic, potentially reentering the workforce at a temporary level. Companies are also considering this specific labor to help control headcount and overall costs.

➤ Employment Pendulum Swinging Back to Employers

We are seeing and feeling the conclusion of "Great Resignation." While the phenomenon is objectively acknowledged, declining quit rates signal a stabilizing workforce, with employees displaying a growing inclination to remain in their current roles. The aftermath of widespread hiring freezes and large-scale layoffs has left an indelible mark on job security perceptions, reshaping the dynamics of the job market. Despite an influx of skilled workers, the hiring market remains remarkably tight. In this environment, strategic talent acquisition is paramount for organizations aiming to navigate the complex terrain successfully.

➤ Prioritizing Diversity, Equity, Inclusion, and Belonging (DEIB)

Despite years of prioritizing diversity, equity, inclusion, and belonging (DEIB), progress remains elusive for many companies. The stumbling blocks often lie in the execution and communication of DEIB programs. To overcome internal obstacles, HR teams and managers must equip themselves with effective tools and strategies to address resistance proactively. SLS recommends assessing candidates based on role-specific skills rather than overemphasizing credentials or prior experience. Removing formal education or credential requirements from job postings fosters greater inclusivity and opens a larger candidate pool. Direct outreach to external candidates from nontraditional backgrounds ensures equal access to unexplored talent pools, while empowering employees from nontraditional backgrounds to leverage their networks amplifies the impact of organizational diversity initiatives.

➤ Generative AI Transforming Workspaces

The technological landscape has been profoundly shaped by AI-powered innovations, with ChatGPT emerging as a frontrunner in discussions and actions. Deemed the most-hyped tech tool of the past decade, it has prompted enterprise leaders to consider prioritizing investing in AI technologies. These conversations have turned into significant funding with investments in healthcare AI anticipated to skyrocket from \$11 billion in 2022 to a staggering \$188 billion by 2030. In the realm of staffing, this evolution invites organizations to reevaluate their workforce strategies. As technology becomes an integral part of daily tasks, employees, employers, and staffing solutions must adapt to the changing landscape.

REGIONAL VARIANCE

➤ The salaries outlined in this guide are based on national averages. We recognize that it is crucial to distinguish between the economic disparities of differing job markets and cost of living. To assist you in determining the most precise salary ranges for your specific location, we have provided variances for key markets across the United States. The local wage multipliers presented here leverage data from the Bureau of Labor Statistics Occupational Employment and have been meticulously analyzed by EMM Human Capital Analytics. To calculate market specific salaries, multiply the national salary by the local multiplier found below.



CITY	STATE	MULTIPLIER
Albuquerque	NM	0.91
Atlanta	GA	1.01
Austin	TX	1.02
Baltimore	MD	1.09
Boston	MA	1.28
Charleston	SC	0.98
Charlotte	NC	0.97
Chicago	IL	1.05
Cincinnati	OH	0.93
Columbia	SC	0.81
Dallas	TX	0.98
Deerfield Beach	FL	1.11
Denver	CO	1.15
Detroit	MI	1.00
East Hampton	NY	1.17
Edison	NJ	1.08
Englewood Cliffs	NJ	1.08
Farmingdale	NY	1.17
Houston	TX	0.97
Indianapolis	IN	0.93
Jackson	MS	0.91
Kansas City	MO	0.95
Las Vegas	NV	0.98
Los Angeles	CA	1.29
Memphis	TN	0.86
Miami	FL	0.96
Minneapolis	MN	1.08
Milwaukee	WI	0.95
Naples	FL	1.11

REGIONAL VARIANCE

➤ To calculate market specific salaries, multiply the national salary by the local multiplier found below. Note that additional variables should be taken into consideration when reviewing salaries including local and state laws, minimum wages, cost of living, and additional benefits/perks related to the position.



CITY	STATE	MULTIPLIER
Nashua	NH	0.82
Nashville	TN	0.93
New Orleans	LA	0.88
New York	NY	1.28
Oklahoma City	OK	0.87
Omaha	NE	0.68
Orange County	CA	1.15
Orlando	FL	0.9
Paramus	NJ	1.04
Philadelphia	PA	1.08
Phoenix	AZ	0.98
Pittsburgh	PA	0.95
Portland	OR	1.09
Providence	RI	0.72
Raleigh	NC	0.99
Richmond	VA	0.97
Salt Lake City	UT	1.00
San Antonio	TX	0.89
San Diego	CA	1.15
San Francisco	CA	1.31
Seattle	WA	1.19
Springfield	OH	0.81
Stamford	CT	1.05
St. Louis	MI	0.96
Syracuse	NY	0.73
Tampa	FL	0.94
Washington, D.C.		1.29

DIGITAL MARKETING & MEDIA

The dynamic world of digital marketing and media is witnessing significant changes in 2024. The industry faces challenges from AI-based marketing tactics, heightened demand for personalized experiences, an increased reliance on voice search, and intensified competition for consumer attention. The post-pandemic era sees a continued prevalence of remote or hybrid work models among marketing professionals having the highest percentage of current hybrid and remote work amongst industries.

- 86% of marketers are currently operating in fully remote or hybrid environments
- Preferences for work settings indicate a shift, with 56% favoring fully remote work and 30% opting for a hybrid situation
- Only 14% express a preference for a fully onsite arrangement
- Remote work's success hinges on proactive leadership. Leaders must prioritize engagement and foster active two-way communication to address challenges and ensure the effectiveness of remote or hybrid work arrangements

In the rapidly evolving landscape of Digital Marketing & Media, adaptability is key. Marketers must navigate the complexities of the evolving market with AI integration while simultaneously needing to strike a very human balance of embracing remote and hybrid work models while addressing associated challenges to create a thriving and engaged workforce. Partnering with a staffing agency adds a strategic layer, ensuring access to specialized talent and overcoming hurdles associated with the evolving work landscape.

DIGITAL MARKETING & MEDIA SALARY INFORMATION

Title	Entry-Level	Mid-Level	Senior-Level
Digital Media Roles			
Account Director	\$99,401	\$126,654	\$163,255
Account Executive	\$63,026	\$77,135	\$93,638
Account Manager	\$58,784	\$72,520	\$82,080
Account Planner	\$70,147	\$80,168	\$90,189
Digital Project Manager	\$53,333	\$72,451	\$99,667
Interactive Producer	\$63,000	\$89,255	\$124,333
Media Buyer	\$56,500	\$70,469	\$86,833
Media Director	\$83,869	\$110,295	\$138,477
Media Planner	\$52,167	\$66,458	\$82,333
Project Manager	\$76,800	\$99,667	\$129,000
Content/Copywriting Roles			
Content Marketing Manager	\$70,167	\$87,375	\$106,167
Content Strategist	\$62,747	\$83,433	\$114,333
Copy Editor	\$49,567	\$63,004	\$81,700
Copywriter	\$51,177	\$65,585	\$84,981
Proofreader	\$55,116	\$62,631	\$70,147
Proposal Writer	\$57,500	\$71,000	\$86,834
SEO Writer	\$48,315	\$58,063	\$83,587
Technical Writer	\$57,667	\$75,882	\$97,667
Web Editor	\$46,000	\$61,121	\$83,167
Design/Art Direction Roles			
Apparel Designer	\$52,333	\$62,233	\$73,400
Art Director	\$54,000	\$86,333	\$134,333
Creative Director	\$77,333	\$123,667	\$178,333
Creative Services Manager	\$62,500	\$85,000	\$110,000
Graphic Designer	\$45,667	\$58,667	\$75,000
Illustrator	\$54,067	\$74,000	\$90,333
Infographic Designer	\$60,333	\$78,000	\$98,000
Instructional Designer	\$59,500	\$76,381	\$95,333
Interaction Designer	\$81,000	\$104,667	\$133,333
Key Art Designer	\$60,126	\$70,147	\$80,168
Mobile App Designer	\$50,667	\$76,667	\$108,333
Packaging Designer	\$48,650	\$60,854	\$79,225
Presentation Designer	\$61,025	\$73,774	\$88,125
Product Designer	\$91,333	\$112,933	\$140,333
Typographer	\$39,928	\$52,989	\$68,270
Visual Designer	\$62,550	\$79,751	\$101,313

DIGITAL MARKETING & MEDIA SALARY INFORMATION

Title	Entry-Level	Mid-Level	Senior-Level
Web Designer	\$57,500	\$68,750	\$106,500
Web Production Artist	\$54,000	\$66,667	\$85,667
Big Data Engineer	\$94,000	\$116,667	\$147,667
Business Analyst	\$93,500	\$100,233	\$125,667
Cloud Computing Analyst	\$70,000	\$85,800	\$113,200
Cloud Computing Analyst	\$70,000	\$85,800	\$113,200
Data Roles			
Data Scientist	\$71,333	\$119,407	\$235,000
Database Developer	\$75,333	\$95,904	\$119,500
Database Manager	\$55,000	\$72,707	\$107,077
Developer (UI/Front End)	\$64,943	\$88,250	\$121,905
Full Stack Developer	\$81,500	\$102,183	\$124,667
Mobile App Developer	\$74,500	\$96,000	\$120,000
Quality Assurance Manager	\$82,750	\$106,750	\$135,500
Quality Assurance Tester	\$47,500	\$66,750	\$86,250
Software Developer	\$73,667	\$95,667	\$124,000
Systems Analyst	\$69,333	\$84,732	\$105,667
Digital Marketing			
Brand Manager	\$76,667	\$110,000	\$143,333
Community Manager	\$43,333	\$62,333	\$112,000
Digital Acquisition Specialist	\$51,000	\$81,500	\$139,000
Digital Analytics Manager	\$80,333	\$112,333	\$142,333
Digital Marketing Manager	\$75,333	\$97,000	\$162,667
Digital Strategist	\$40,333	\$63,000	\$97,333
Email Marketer	\$51,667	\$68,333	\$86,333
Event Marketing Specialist	\$40,667	\$56,000	\$79,333
Marketing Analyst	\$48,000	\$65,000	\$84,333
Marketing Manager	\$82,000	\$103,333	\$136,667
Marketing Researcher	\$49,333	\$67,000	\$87,000
Merchandise Manager	\$53,500	\$81,500	\$103,500
PR Manager	\$80,000	\$105,000	\$135,000
Product Manager	\$89,000	\$140,000	\$196,667
SEM Specialist	\$51,000	\$60,000	\$80,000

DIGITAL MARKETING & MEDIA SALARY INFORMATION

Title	Entry-Level	Mid-Level	Senior-Level
SEO Specialist	\$46,667	\$67,000	\$86,667
Social Media Specialist	\$28,333	\$51,000	\$80,333
Visual Merchandiser	\$23,667	\$43,667	\$68,000
Web Analytics Specialist	\$47,000	\$81,000	\$113,667
Studio/Production			
Desktop Publisher	\$38,333	\$61,000	\$91,333
Photo Re-toucher	\$36,667	\$59,333	\$100,667
Photographer	\$39,333	\$55,333	\$88,000
Pre-Press Specialist	\$44,333	\$54,667	\$69,667
Production Artist	\$36,333	\$54,667	\$82,667
Production Manager/Director	\$175,333	\$224,333	\$278,667
Project Manager	\$45,667	\$86,667	\$132,000
Studio Manager	\$44,000	\$65,667	\$89,000
Traffic Manager	\$64,667	\$91,333	\$125,000
Video Producer	\$44,667	\$69,667	\$97,000
UX/UI			
Information Architect	\$61,000	\$112,667	\$156,667
Interactive Designer	\$67,333	\$101,000	\$137,667
UI Designer	\$73,667	\$104,333	\$152,333
UI Developer	\$61,000	\$101,667	\$142,667
User Researcher	\$72,667	\$97,000	\$170,667
UX/UI Manager	\$113,333	\$132,667	\$159,000
UX Designer	\$69,000	\$106,000	\$133,333

TALENT STRATEGY IS IN OUR DNA

WHO WE ARE

SourceLab Search is your premier choice for talent acquisition solutions in the digital marketing and media industries. With extensive experience in recruitment, we take pride in understanding the unique needs of our clients to consistently deliver outstanding results efficiently. Our team of specialized recruiters is dedicated to identifying and securing top-tier talent, ensuring you have the creative and skilled professionals you need.

OUR DISCIPLINES

- **Analytics**
- **Creative**
- **Data Strategy**
- **Design**
- **Fashion, Beauty, & Retail**
- **Marketing**
- **Media**
- **Product**
- **Public Relations**
- *and more!*

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With a nationwide network of offices, we leverage a diverse candidate pool, reinforced by advanced technology and dedicated research teams for top-notch talent solutions.

FLEXIBLE SOLUTIONS

We understand that every organization has unique staffing needs. Whether you need a comprehensive RPO solution, on-site support, or a contingent solution, we offer creative staffing strategies to best suit your needs, ensuring optimal results.

PERSONALIZED APPROACH

Our industry-specific recruiters provide the boutique-style personal touch while leveraging the resources and capabilities of a national firm, ensuring you receive exceptional service tailored to your needs.

DEIB COMMITMENT

At SourceLab, we prioritize diverse talent acquisition, with 60% of our placements being gender and racially diverse as of September 2023. Our recruiters, DEIB certified through internal training, reflect our commitment to inclusive staffing.

EMM HUMAN CAPITAL ANALYTICS

EMM Human Capital Analytics is a provider of data-driven market intelligence. We offer extensive expertise in human capital analysis with a thorough understanding of the industries we serve. By combining our executive recruiting acumen with sophisticated data research and analytics capabilities, we help clients maximize decisions on human capital needs and insights.

SERVICE SCALE

- Expert Network
- Organizational Charts
- Market Mapping
- Vertical Profiling
- Compensation Data
- Human Capital Economic Analysis
- Candidate Movement

SECTORS

- Alternative Investments
- Asset Management
- Real Estate
- Digital Marketing & Media
- Legal
- Healthcare
- Hospitality
- Accounting & Finance
- Private & Public Corporations
- Engineering





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