



2025

salary guide.



randstad

partner for talent.



introducing the 2025 salary guide: your essential tool for attracting and retaining top talent.

As we look to the future, the job market is undergoing a dramatic transformation. Economic shifts, rapid technological advancements, and the surge in green energy are reshaping how we attract and retain top talent. With AI advancing quickly, remote work becoming the norm, and sustainability driving new opportunities, staying ahead requires agility and strategic insight.

Compensation strategies must evolve to keep pace. Inflation is pushing up everyday expenses, making it essential for pay to align with these rising costs. But it's not just about competitive salaries. Today's workforce demands comprehensive benefits, including robust health insurance, solid retirement plans, and flexible work options. To stand out and attract the best talent, employers must offer well-rounded compensation packages that address these needs.

Our 2025 Randstad Salary Guide is your ultimate resource for navigating these shifts. Packed with the latest trends and insights, it's designed to keep you ahead of the curve. Beyond just numbers, this guide is a powerful tool for simplifying compensation complexities. By breaking down data by specialty and drawing on extensive feedback from employers and job seekers, it offers you actionable insights to master the evolving job market and build a top-performing team for the future.



navigate today's competitive labor market: key trends to watch for in 2025.

Rapid technological growth, shifting economic policies, and the lingering effects of the pandemic are transforming how we work and where opportunities lie. To say the least — the U.S. job market is at a pivotal moment.

Looking ahead, four key trends are set to reshape the workplace in 2025: [the acceleration of AI and automation](#), the growing need for upskilling and reskilling, the shift toward digital and remote work ([HBR](#)), and the impact of global and political factors. These trends will set the tone for how companies attract and retain talent and how talent navigates their careers.

Fair and competitive compensation continues to be a fundamental concern across all age groups. [Randstad's Workmonitor 2024](#) report found that more than 85 percent of employees across generations regard pay as crucial for both their current job and future opportunities.

When it comes to work-life balance, flexibility is key. The workforce wants jobs that let them set their hours and work from wherever suits them best. And it's no surprise that 80 percent of Gen Z and 89 percent of Millennials in the U.S. are looking for these kinds of flexible arrangements.

By 2025, growth is anticipated to rebound as rates stabilize, with the [economy expected to return to its trend growth rate](#) of approximately 2.0% over the medium term. This means we can expect a stable job market with gradual pay raises. Technology is driving things forward, thanks to all the new advancements in AI, machine learning, and cybersecurity.

With an aging population and new medical technologies, the healthcare sector is poised for growth. Additionally, the green energy sector is booming, driven by a surge in renewable energy projects. There is an expected [75 percent increase in U.S. solar power generation](#) and an 11 percent rise in wind power by 2025, creating plenty of job opportunities.

As highlighted in our [Randstad Employer Brand Research 2024](#), upskilling and reskilling are becoming essential. Talent increasingly expects AI to be a core part of their work environment. Notably, 65 percent of Gen Z in the U.S. believe their employers should support them in building future-ready skills.

The way we hire and retain top talent is changing quickly. Salaries and benefits still matter — but that's not the whole story anymore. Today's talent values flexibility, chances for career growth, opportunities to upskill, and a genuine commitment to their well-being.

With AI and automation becoming a big part of the workplace, this shift is changing what talent wants. As routine tasks get automated, workers want to focus on more interesting and strategic work. They're seeking roles that incorporate innovative technologies and offer opportunities for meaningful collaboration with AI.

Remote and hybrid work models have become the norm, and investing in the right technology will keep your team connected and productive. Alongside that, staying on top of political and global economic shifts will be key to navigating the talent market effectively.

While competitive pay remains important, focusing on AI integration, digital transformation, and adapting to global dynamics will be the recipe for success in 2025 and beyond.

Looking ahead to 2025, employers can feel optimistic about the opportunities on the horizon. With advances in technology, booming sectors, and a focus on skills development, now is the time to innovate and adapt. Embrace these trends and partner strategically to build a strong, forward-thinking workforce.

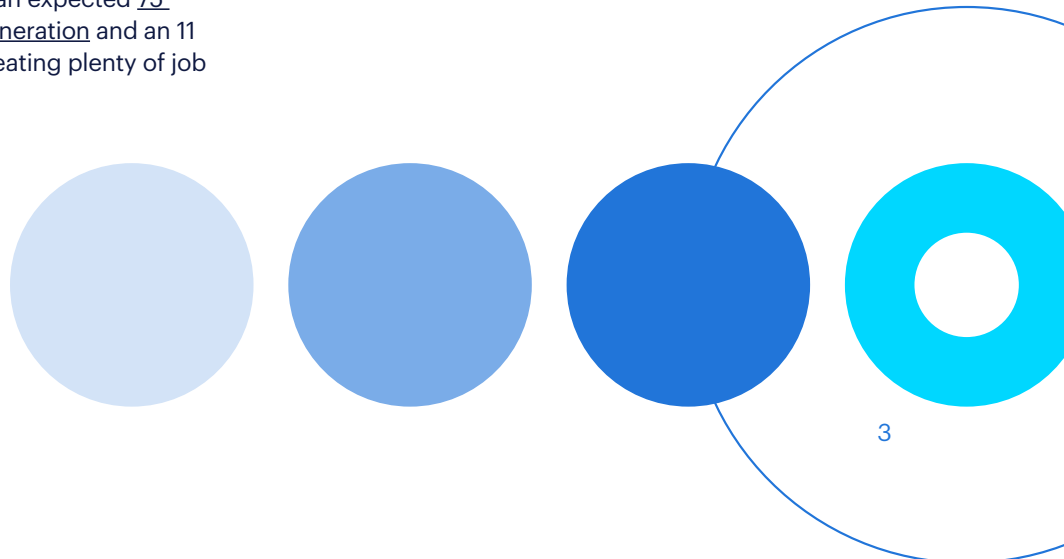


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about this guide.

This guide delivers nationwide salary information and ranges for the most sought-after positions, blending Randstad's proprietary data with insights from Economic Research Institute (ERI), Lightcast.io, the U.S. Bureau of Labor Statistics, and other trusted sources, validated by our experts.

Organized by department, job title, and level, the guide presents salaries in three ranges: entry, mid, senior. These figures account for experience, expertise, market demand, and more. For a localized perspective, check the "regional variance" section at the end of each chapter.

Featuring a selection of key roles, the guide represents just a snapshot of the broader data Randstad provides. For a detailed analysis of positions in your local market, reach out to a Randstad representative today.

Salary ranges correspond to the 25th and 75th percentiles for entry-level (1–3 years of experience), mid-level (4–7 years of experience), and senior-level (8–12 years of experience) positions. All salaries are expressed in thousands of dollars (e.g., 76.5 = \$76,500) and represent annual base salaries (before benefits), except for manufacturing and logistics, and skilled trades salaries, which are presented in hourly rates. Roles in finance and accounting correspond to the 25th and 75th percentiles for the 1st, 3rd, 5th, and 10th years of experience and are based on both our internal data and ERI data. Please note that the data found in this document corresponds to national averages based on the service areas that we cover.

For management roles, given that a company's size affects its wages more than employees' years of experience, salaries vary according to company income.

business administration

Salaries can be shown in two ways: annual or hourly rates, by levels of experience.

- entry: 1–3 years of experience
- mid: 4–7 years of experience
- senior: 8–12 years of experience

	entry	mid	senior
benefits clerk	\$38,875 - \$42,768	\$44,625 - \$49,581	\$51,035 - \$56,409
buyer assistant	\$38,587 - \$42,897	\$44,883 - \$49,665	\$50,882 - \$54,903
contracts administrator	\$68,203 - \$74,431	\$77,475 - \$86,041	\$88,650 - \$97,935
data entry operator	\$36,820 - \$40,301	\$41,897 - \$45,892	\$47,048 - \$50,947
dispatch administrator	\$41,731 - \$45,377	\$47,118 - \$51,772	\$53,141 - \$58,207

Annual salaries are expressed in thousands of dollars (e.g., 78.1 = \$78,100)

customer engagement and experience.



This year, technology isn't just enhancing how we connect with customers; it's practically rewriting the playbook for everyone in the Customer Engagement and Experience field. But it's not all about the shiny new gadgets — our customers' ever-evolving expectations are stirring the pot, too. Fresh skills are crucial to stay ahead. In this chapter, we'll unpack the trends and dive into the latest compensation data so you know what's what in this exciting and fast-moving sector.

AI, the game-changer

AI is transforming customer support in ways that are both exciting and challenging. According to an IBM study, customers are increasingly drawn to AI tools — 59 percent want to use AI apps, and 55 percent are into chatbots and virtual assistants for shopping. And it's no surprise, given how AI can turn a mundane query into a slick, speedy solution. This means businesses need to step up their game and hire folks who can make AI work seamlessly.

However, there's room for improvement. Even though AI can answer basic questions and offer personalized suggestions, only about a third of users are genuinely satisfied with their chatbot experiences. Companies need to keep refining their AI with continuous improvements and fine-tuning. While AI can determine customer preferences and suggest relevant products, it must also enhance the customer experience.

There will be a growing demand for employees with skills in AI management, data analysis and customer experience strategy. Businesses will look for candidates who can bridge the gap between technology and human interaction — to enhance AI rather than replace the human element.

omnichannel wave is around the corner

Customer expectations are rising, with 88 percent valuing the overall experience as much as the product itself, according to Salesforce. The way we handle customer and employee experiences is set to change dramatically. No longer are customer support roles limited to answering phone calls and emails. But it's not just about being tech-savvy — there's a bigger picture emerging with the rise of Total Experience (TX): this approach encompasses Customer Experience (CX), Employee Experience (EX), User Experience (UX), and Multi-Experience (MX). Some things to consider:

- Agents will need to handle customer interactions across multiple channels like social media, live chat, and messaging apps.
- According to a study by Gartner, 64 percent of customer service leaders prioritize data analytics as it personalizes and improves service.
- Human empathy and personal touch remain crucial.

Continuous learning will be key to staying relevant in the workplace for employees. It is important for them to stay updated with the latest tools to ensure they can effectively meet evolving customer needs. For employers, investing in training helps employees feel valued and confident. This boosts their job satisfaction and keeps them engaged and loyal to the company.

the phygital revolution — the future of e-commerce?

Phygital — the newest kid on the block — is making waves by merging physical and digital worlds. Using Virtual Reality (VR), Augmented Reality (AR), and Artificial Intelligence (AI), it creates an exciting experience for customers by allowing them to start their journey in a physical store and continue it online, or vice versa. This approach is gaining momentum, transforming how businesses engage with customers while enhancing brand awareness.

As phygital experiences are gaining popularity, businesses are on the hunt for employees who can bridge the gap between the physical and digital worlds. What does this mean for employees? It is all about learning and adapting. Tech-savvy individuals who excel in both face-to-face and digital interactions will make the cut.



top roles

customer service representatives

As customer interactions increasingly span social media, live chat, and traditional channels, the role of customer service representatives is evolving. They now need to engage across multiple platforms and utilize AI tools to enhance their responses. With 91,274 job postings* over the past year, today's reps must combine tech skills with empathetic communication to handle complex customer journeys. To provide seamless omnichannel experiences and deliver swift, personalized support, investing in skilled representatives who excel in both technology and personal interaction is crucial.

sales managers

Sales managers are adapting as their role expands beyond traditional tactics to include the integration of digital and in-person interactions. With a focus on omnichannel strategies, candidates with expertise in data analytics, digital tools, team leadership, and customer engagement are highly sought after. To retain top talent, companies are emphasizing continuous professional development and fostering a supportive work environment.

business development managers

Business development managers are now expected to be strategic thinkers with a solid understanding of technology. Their role involves exploring new markets and leveraging digital tools for lead generation. Skills in data analysis, digital marketing, and cross-channel relationship building are essential. Offering incentives and strategic growth opportunities is key for attracting and retaining top talent in this role.

call center representatives

Despite the rise of digital channels, phone calls remain crucial for addressing complex customer issues. Call center representatives must balance tech-savviness with genuine empathy to ensure that customers feel heard and valued. Enhancing training programs and offering flexible work options are effective strategies for retaining top talent and maintaining high customer satisfaction.

member service representatives

For organizations that rely on strong member engagement, member service representatives are vital. They handle everything from renewals and cancellations to explaining benefits and resolving issues, ensuring members maximize their experience. As personalized service becomes more important, the demand for these representatives continues to grow.



national salaries

healthcare CEX

	entry	mid	senior
appeals specialists	\$72,303 - \$80,571	\$84,399 - \$93,754	\$96,191 - \$104,409
benefits specialist	\$55,524 - \$60,252	\$62,554 - \$69,022	\$71,039 - \$78,792
certified coder/medical coding technician	\$45,327 - \$49,403	\$51,369 - \$56,710	\$58,267 - \$63,755
claims specialist	\$60,947 - \$65,924	\$68,366 - \$75,340	\$77,522 - \$85,781
insurance advisor	\$65,732 - \$69,657	\$71,608 - \$77,381	\$79,270 - \$86,719
patient service representative	\$34,317 - \$37,507	\$39,039 - \$43,203	\$44,451 - \$49,134
sales manager insurance	\$99,360 - \$108,501	\$112,979 - \$125,664	\$129,567 - \$143,659
specialist reimbursement	\$38,541 - \$43,204	\$45,418 - \$51,153	\$52,700 - \$57,684
underwriter	\$63,177 - \$70,240	\$73,644 - \$82,832	\$85,448 - \$93,827
underwriting analyst	\$61,195 - \$65,290	\$67,340 - \$73,513	\$75,580 - \$83,891

F&A

	entry	mid	senior
accounting representative	\$52,723 - \$58,366	\$61,050 - \$68,154	\$70,218 - \$77,790
collections specialist	\$38,992 - \$42,505	\$44,198 - \$48,791	\$50,126 - \$54,819
junior collection agent	\$36,383 - \$39,666	\$41,248 - \$45,540	\$46,788 - \$51,175
loan processor	\$41,980 - \$45,979	\$47,862 - \$52,707	\$54,064 - \$58,911

management

	entry	mid	senior
call center supervisor	\$59,534 - \$64,795	\$67,352 - \$74,460	\$76,602 - \$84,421
data entry supervisor	\$52,998 - \$57,849	\$60,204 - \$66,786	\$68,825 - \$76,633
manager customer service	\$93,212 - \$101,019	\$104,873 - \$116,028	\$119,570 - \$132,915
order processing supervisor	\$58,959 - \$65,088	\$68,016 - \$75,754	\$77,912 - \$85,154

national salaries

customer service

	entry	mid	senior
call center agent	\$33,011 - \$35,540	\$36,806 - \$40,614	\$41,887 - \$46,987
call center operations manager	\$73,818 - \$79,856	\$82,800 - \$91,024	\$93,501 - \$102,175
call center trainer	\$49,048 - \$53,761	\$56,069 - \$62,591	\$64,579 - \$71,330
client service representative	\$36,671 - \$40,694	\$42,577 - \$47,325	\$48,619 - \$53,150
customer loyalty agent	\$36,151 - \$39,781	\$41,512 - \$46,115	\$47,461 - \$52,420
customer service representative (general calls)	\$38,750 - \$41,573	\$42,964 - \$46,972	\$48,237 - \$52,957
customer service representative financial	\$39,182 - \$43,551	\$45,620 - \$51,024	\$52,568 - \$58,165
customer service representative insurance (commercial)	\$45,502 - \$49,993	\$52,160 - \$58,119	\$59,931 - \$66,790
customer service representative insurance (personal)	\$38,091 - \$41,949	\$43,775 - \$48,542	\$49,903 - \$54,834
customer service supervisor	\$66,714 - \$73,547	\$76,844 - \$85,816	\$88,438 - \$97,704
customer service team lead	\$34,965 - \$38,811	\$40,607 - \$45,118	\$46,340 - \$50,597
data entry operator	\$36,820 - \$40,301	\$41,897 - \$45,892	\$47,048 - \$50,947
data entry operator lead	\$39,698 - \$43,221	\$44,883 - \$49,185	\$50,400 - \$54,763
dispatcher	\$44,174 - \$48,276	\$50,245 - \$55,586	\$57,185 - \$63,173
import/export specialist	\$54,958 - \$60,776	\$63,437 - \$69,691	\$71,222 - \$76,102
live chat agent	\$46,163 - \$49,207	\$50,711 - \$55,082	\$56,478 - \$61,776
order processing clerk	\$38,143 - \$41,835	\$43,554 - \$47,835	\$48,982 - \$52,936
reservations agent	\$42,003 - \$45,458	\$47,092 - \$51,343	\$52,552 - \$56,919

technology

	entry	mid	senior
IT help desk supervisor	\$76,814 - \$83,455	\$86,719 - \$96,075	\$99,019 - \$110,214
technical support level 1 agent	\$49,868 - \$55,761	\$58,499 - \$65,268	\$67,061 - \$73,194

regional variance

city	variance to national AVG	city	variance to national AVG
AL: Birmingham	-10.07%	FL: West Palm Beach	-5.64%
AL: Mobile	-14.93%	GA: Atlanta	-5.19%
AR: Fort Smith	-22.45%	IA: Des Moines	-10.26%
AR: Little Rock	-18.76%	ID: Boise City-Nampa	-13.74%
AZ: Phoenix	-10.14%	IL: Chicago	1.09%
AZ: Tucson	-14.96%	IN: Indianapolis	-10.23%
CA: Fresno	-4.13%	KS: Wichita	-16.79%
CA: Los Angeles	4.21%	KY: Lexington	-15.28%
CA: Sacramento	2.10%	KY: Louisville	-13.54%
CA: San Diego	1.79%	LA: New Orleans	-12.57%
CA: San Francisco	22.88%	MA: Boston	10.85%
CO: Denver	4.70%	MD: Baltimore	-2.15%
CT: Hartford	1.32%	ME: Portland	-10.46%
DC: Washington	9.84%	MI: Detroit	-3.89%
DE: Wilmington	-1.41%	MI: Grand Rapids	-12.42%
FL: Fort Myers	-11.99%	MN: Minneapolis	-0.38%
FL: Jacksonville	-11.45%	MO: Kansas City	-9.95%
FL: Miami	-6.87%	MO: St. Louis	-8.87%
FL: Orlando	-12.83%	MS: Jackson	-19.61%
FL: Tampa	-10.81%	NC: Charlotte	-6.22%

regional variance

city	variance to national AVG	city	variance to national AVG
NC: Greensboro	-11.38%	PA: Scranton-Wilkes-Barre	-14.64%
NC: Raleigh	-5.56%	RI: Providence	-0.62%
NE: Omaha	-14.18%	SC: Columbia	-16.67%
NH: Manchester	-5.77%	SC: Greenville-Anderson	-14.62%
NJ: Newark-Union	9.76%	TN: Knoxville	-15.24%
NM: Albuquerque	-13.05%	TN: Memphis	-13.39%
NV: Las Vegas	-7.38%	TN: Nashville	-9.55%
NY: Albany-Schenectady	-4.68%	TX: Austin	-1.03%
NY: Buffalo	-8.24%	TX: Dallas	-3.27%
NY: New York	15.64%	TX: Houston	-1.87%
OH: Cincinnati	-8.30%	TX: San Antonio	-11.40%
OH: Cleveland	-9.38%	UT: Salt Lake City	-8.01%
OH: Columbus	-9.13%	VA: Richmond	-6.38%
OK: Oklahoma City	-17.35%	VA: Virginia Beach-Norfolk	-9.88%
OK: Tulsa	-12.42%	VT: Burlington	-7.54%
OR: Portland	-2.47%	WA: Seattle	9.85%
PA: Harrisburg	-11.19%	WA: Spokane	-8.48%
PA: Philadelphia	0.14%	WI: Green Bay	-12.22%
PA: Pittsburgh	-9.92%	WI: Milwaukee	-6.21%

engineering.



With the push for sustainability, the rise of advanced technologies, and new industry demands, engineers are now navigating a landscape where green practices, digital innovations, and smart systems are becoming the norm. Several key trends are shaping the engineering field in the coming year, and provide a glimpse into what the future has in store for professionals and companies striving to stay ahead. Digital twins, advanced robotics, 3D printing, and IoT are changing the way we design, simulate, and automate, expanding what is achievable despite the increasing challenges of talent scarcity and other threats to the industry.

engineering's next big thing: robots, AI, and maybe fewer wrenches

The robotics industry is expanding. In 2023, the industry was worth \$46 billion, and it's projected to jump to \$169.8 billion by 2032. The big reason? It's all about automation and AI — robots are taking over tasks that are too risky, tedious, or just plain boring for humans.

From designing and developing robotic systems to integrating AI to make these machines smarter and more efficient, mechanical engineers are at the forefront of this transformation. Their expertise doesn't stop there — they retrofit older machines with advanced sensors and control systems, transforming them into smart equipment that aligns with Industry 4.0 standards. They are also creating autonomous ground vehicles (AGVs) that streamline warehouse operations, improve logistics and reduce costs.

For every 10,000 workers, there are almost 200 robots in the industry, meaning the demand is high for engineers skilled in robotics and automation to develop, maintain, and optimize these robotic systems.

- This shift has opened doors for engineers who can adapt to new technologies and drive continuous improvements in manufacturing.
- There's a growing need for workers to upskill and reskill, focusing on operating and maintaining robots, interpreting data, and collaborating with automated systems.
- As robotics and automation grow, the demand for engineering roles and specialized skills is set to increase.

a looming skills gap

The future of mechanical engineering is looking bright, but it's not without its challenges. The good news? Mechanical engineering jobs are on the rise. The BLS projects a 10 percent growth in available positions between 2022 and 2032. But here's the catch: we're staring down a serious talent shortage.

A 2018 Emerson survey revealed that two out of five Americans believe the STEM labor shortage has reached crisis levels. Manufacturing alone might face a shortage of 2.4 million workers by 2028. Automation and AI are on the rise, taking over repetitive tasks and leaving engineers in high demand for designing and managing these technologies.

It's a bit of a double-edged sword. The World Economic Forum projects that while 85 million jobs may be lost to automation by 2025, 97 million new roles will emerge. The current educational and training systems struggle to keep up with evolving technologies. This is leading to a skills gap that threatens to leave positions unfilled and industries underserved. To address this, hiring practices should focus on candidates with hybrid skills that blend AI, automation, and machine learning. Randstad's 2024 Workmonitor report suggests cross-training programs will equip engineers with these future-ready skills. Moreover, hiring managers need to understand the evolving tech landscape while also evaluating cultural fit and soft skills.

Another way to address a skills shortage is to hang on to current employees. By boosting retention strategies like career development plans and upskilling opportunities, employers can grow a wide pool of internal talent that are ready for advancement into those hard-to-fill roles within the organization.

additive manufacturing — a game changer?

Additive manufacturing, or 3D printing, is transforming how we make things. This technology enables a lot more precision and less waste. The global 3D printing market is estimated to be USD 17.5 billion in 2024 and is projected to reach USD 37.4 billion by 2029.

This boom is driven by the technology's ability to produce complex and customized parts that traditional methods can't easily achieve. In aerospace, it's crafting parts that are both lighter and stronger. In healthcare, 3D printing is crafting prosthetics and implants, tailored to each individual's needs. Also, it trims down waste by using only the material necessary, so it's as kind to the environment as it is to innovation.

Businesses are scrambling to find talent in this booming field. With demand for skilled professionals in additive manufacturing expected to spike, this is a golden opportunity for tech enthusiasts.

top roles

construction project managers

With a booming demand for infrastructure, construction project managers are busy juggling blueprints, budgets, and deadlines. From groundbreaking to ribbon-cutting, they ensure projects stay on track and within budget. With over 13,000* positions up for grabs in 2024, the world of construction is not just expanding — it's practically bursting with opportunities. Companies want a workforce adept in smart building technologies and sustainability practices. Offering continuous training on the latest construction technologies and project management software, competitive salaries, bonuses for project milestones, and opportunities for career advancement will help retain top talent.

electrical engineers

Electrical engineers are in high demand, with 12,350* openings in the last year. Whether powering up smart cities or designing next-gen gadgets, electrical engineers are the pulse behind our modern world. Electrical engineers with experience in emerging fields like IoT and AI-powered systems will be in high demand. As industries become more tech-centric, interdisciplinary skills — such as combining electrical engineering with data science — will be increasingly valuable. Good compensation benefits, a collaborative work environment with regular feedback and professional development will help maintain engagement and job satisfaction.

mechanical engineers

Mechanical engineers are the innovators who make the gears of industry turn smoothly. The horizon for mechanical engineering is bright, with almost 28,500 new roles by 2032. But here's the twist: we're heading towards a serious talent crunch. To keep those sought-after mechanical engineers on board, companies need to offer more than just competitive salaries. Think career development opportunities, engaging projects, and a culture that values innovation. With the industry's rapid evolution, lifelong learning and skill adaptability will be key. Firms that foster continuous learning and provide exciting, cutting-edge challenges will not only attract top talent but also keep them excited about staying in the game.

civil engineers

The civil engineering field, with around 6,125* roles in the past year is thriving as cities expand and infrastructure projects surge. In 2025, the spotlight will be on engineers who can blend traditional expertise with sustainable practices and smart technologies. Managing large-scale, impactful projects will be a significant part of their role. To ensure civil engineers stay with your company, offer them opportunities to work on projects that positively impact communities and embrace sustainability. Provide clear career advancement paths and training in the latest construction technologies. Competitive compensation and a supportive work culture will also be key to keeping them engaged.

controls engineers

In 2024, with 3,217* control engineer positions available, the demand for this role is set to grow as industries increasingly embrace automation. Controls engineers will play a pivotal role in integrating AI and machine learning into control systems, driving technological innovation. For companies, hiring skilled engineers who excel in detail and system optimization is crucial for ensuring smooth and efficient operations. As the field evolves with new tech trends, investing in top talent for this role is essential for staying at the forefront of automation and maintaining operational excellence.



national salaries

construction

	entry	mid	senior
architect	\$76,185 - \$82,053	\$84,956 - \$93,393	\$96,078 - \$105,921
bim manager	\$85,024 - \$90,016	\$93,512 - \$100,832	\$103,456 - \$120,032
cad drafter	\$47,840 - \$53,040	\$55,120 - \$58,240	\$62,400 - \$72,800
cad drafter, cad technician, cad operator	\$47,840 - \$53,040	\$55,120 - \$58,240	\$62,400 - \$72,800
civil engineer technologist	\$49,930 - \$56,776	\$60,025 - \$68,437	\$70,703 - \$77,991
civil pm	\$100,810 - \$109,462	\$113,696 - \$125,641	\$129,281 - \$141,868
civil project engineer	\$68,078 - \$79,828	\$87,434 - \$110,087	\$114,027 - \$125,384
construction coordinator	\$62,936 - \$68,050	\$70,562 - \$77,754	\$80,013 - \$88,588
construction director	\$112,224 - \$148,270	\$151,823 - \$200,366	\$190,141 - \$250,645
construction engineering manager	\$113,105 - \$122,201	\$126,664 - \$139,340	\$143,245 - \$157,017
construction inspector	\$60,139 - \$65,242	\$70,752 - \$79,416	\$84,492 - \$93,072
construction manager	\$100,851 - \$107,281	\$110,481 - \$119,953	\$123,053 - \$135,119
construction project manager	\$84,595 - \$93,821	\$98,304 - \$110,713	\$114,395 - \$127,005
construction superintendent	\$96,128 - \$102,335	\$105,413 - \$114,442	\$117,359 - \$128,487
electrical engineer	\$75,576 - \$87,067	\$92,638 - \$107,906	\$112,343 - \$126,331
electrical engineering technician	\$61,139 - \$68,285	\$71,710 - \$80,850	\$83,440 - \$92,289
electrical inspector	\$53,613 - \$59,295	\$62,019 - \$69,380	\$71,573 - \$79,762
engineer health & safety	\$73,180 - \$82,589	\$87,171 - \$99,896	\$103,666 - \$115,701
estimation engineer	\$87,652 - \$96,423	\$100,722 - \$112,894	\$116,625 - \$129,671
estimator	\$71,057 - \$76,321	\$78,922 - \$86,472	\$88,878 - \$97,994
facilities supervisor	\$66,936 - \$73,199	\$76,250 - \$84,785	\$87,380 - \$96,940
field service manager	\$79,461 - \$86,758	\$90,347 - \$100,647	\$103,893 - \$116,260
field supervisor	\$74,487 - \$80,651	\$83,651 - \$92,014	\$94,546 - \$103,829
foreman	\$60,204 - \$65,026	\$67,394 - \$74,159	\$76,266 - \$83,999
health and safety specialist	\$66,813 - \$73,561	\$76,820 - \$85,718	\$88,330 - \$97,606

national salaries

	entry	mid	senior
HVAC engineer	\$69,975 - \$76,733	\$80,032 - \$89,264	\$92,512 - \$112,428
mechanical designer	\$57,685 - \$63,572	\$66,402 - \$74,019	\$76,208 - \$83,803
mechanical engineering technician	\$57,258 - \$62,610	\$65,205 - \$72,338	\$74,432 - \$81,481
operations manager	\$100,805 - \$109,780	\$114,158 - \$126,380	\$130,043 - \$142,326
project coordinator	\$49,984 - \$54,452	\$56,612 - \$62,530	\$64,276 - \$70,512
project engineer	\$85,341 - \$95,603	\$100,597 - \$114,448	\$118,555 - \$132,040
project manager	\$95,879 - \$106,402	\$111,504 - \$125,526	\$129,641 - \$143,487
quality control engineer	\$94,478 - \$105,216	\$110,431 - \$124,796	\$129,007 - \$142,526
quality inspector	\$44,239 - \$47,297	\$48,813 - \$53,263	\$54,702 - \$60,256
safety inspector	\$65,033 - \$71,106	\$74,037 - \$82,011	\$84,340 - \$92,570
structural engineer	\$79,034 - \$88,413	\$93,007 - \$105,977	\$109,921 - \$123,109
test technician	\$61,601 - \$68,148	\$71,278 - \$79,674	\$82,154 - \$91,358
VDC coordinator	\$79,226 - \$85,330	\$88,349 - \$97,120	\$99,910 - \$110,126

energy

	entry	mid	senior
applications engineer	\$80,627 - \$87,256	\$90,016 - \$114,992	\$118,356 - \$130,016
automation engineer	\$75,116 - \$89,799	\$103,045 - \$106,939	\$119,506 - \$135,999
chemical process engineer	\$79,994 - \$94,840	\$101,907 - \$120,247	\$125,113 - \$138,752
construction inspector	\$60,139 - \$65,242	\$70,752 - \$79,416	\$84,492 - \$93,072
continuous improvement engineer	\$69,900 - \$76,015	\$79,009 - \$87,455	\$95,024 - \$118,710
controls engineer	\$65,147 - \$73,490	\$81,222 - \$83,587	\$92,052 - \$125,000
cost control specialist	\$57,133 - \$61,682	\$63,925 - \$70,387	\$72,418 - \$79,748
director of operations	\$136,170 - \$181,746	\$178,149 - \$237,657	\$225,167 - \$300,260
electrical design engineer	\$79,624 - \$88,867	\$93,393 - \$106,165	\$110,051 - \$123,200
electrical test engineer	\$83,115 - \$94,373	\$99,867 - \$115,212	\$119,804 - \$134,790

national salaries

	entry	mid	senior
engineering manager	\$125,961 - \$140,278	\$147,236 - \$166,447	\$172,103 - \$190,401
environmental engineer	\$81,804 - \$86,248	\$98,711 - \$102,465	\$114,893 - \$130,000
environmental technician	\$55,920 - \$59,620	\$61,451 - \$66,784	\$68,488 - \$74,826
facilities engineer	\$75,060 - \$84,227	\$88,699 - \$101,179	\$104,908 - \$117,037
geotechnical engineer	\$68,078 - \$79,828	\$87,434 - \$110,087	\$114,027 - \$125,384
GIS specialist	\$64,090 - \$69,775	\$72,534 - \$80,169	\$82,456 - \$90,749
hydraulic engineer	\$80,236 - \$88,376	\$92,358 - \$103,563	\$106,957 - \$118,324
industrial engineer	\$73,736 - \$84,772	\$90,087 - \$104,347	\$108,342 - \$119,943
instrumentation and controls engineer	\$76,514 - \$85,639	\$90,091 - \$102,518	\$106,233 - \$118,330
manager health and safety	\$92,043 - \$99,404	\$103,020 - \$113,342	\$116,545 - \$127,985
mechanical drafter	\$47,840 - \$53,040	\$55,120 - \$58,240	\$62,400 - \$72,800
mining engineer	\$86,912 - \$95,361	\$99,490 - \$111,062	\$114,545 - \$126,058
petroleum engineer	\$117,415 - \$129,848	\$135,969 - \$153,517	\$158,993 - \$178,483
pipeline designer	\$57,685 - \$63,572	\$66,402 - \$74,019	\$76,208 - \$83,803
pipng engineer	\$71,913 - \$78,311	\$81,454 - \$90,427	\$93,211 - \$103,157
plant engineer	\$86,138 - \$98,523	\$104,548 - \$121,215	\$126,123 - \$141,564
process engineer	\$73,034 - \$81,850	\$86,144 - \$98,066	\$101,598 - \$112,877
production engineer	\$76,158 - \$85,685	\$90,326 - \$103,219	\$107,042 - \$119,267
program manager	\$85,400 - \$94,401	\$98,741 - \$110,536	\$113,974 - \$126,095
project controller	\$56,332 - \$60,938	\$63,194 - \$69,603	\$71,593 - \$79,077
project controls manager	\$107,634 - \$119,366	\$125,056 - \$140,721	\$145,328 - \$160,892
project controls specialist	\$73,308 - \$80,008	\$83,254 - \$92,200	\$94,862 - \$104,455
quality assurance manager	\$96,816 - \$103,637	\$106,997 - \$116,657	\$119,689 - \$130,728
reliability engineer	\$78,438 - \$88,214	\$92,978 - \$106,222	\$110,154 - \$122,770
sourcing engineer	\$66,758 - \$73,117	\$76,236 - \$85,089	\$87,807 - \$97,175
structural designer	\$63,507 - \$69,890	\$72,981 - \$81,484	\$84,009 - \$93,083

national salaries

	entry	mid	senior
superintendent	\$96,128 - \$102,335	\$105,413 - \$114,442	\$117,359 - \$128,487
systems control engineer	\$74,828 - \$84,932	\$89,833 - \$103,284	\$107,203 - \$119,625
T&D engineer	\$91,001 - \$96,065	\$106,016 - \$112,224	\$118,080 - \$126,528
technical writer	\$59,513 - \$64,807	\$67,372 - \$74,443	\$76,548 - \$84,137

manufacturing

	entry	mid	senior
assurance control technician	\$50,336 - \$55,160	\$57,184 - \$64,597	\$66,016 - \$73,504
electrical designer	\$71,532 - \$78,707	\$82,225 - \$92,206	\$95,275 - \$106,058
electronics designer	\$63,227 - \$69,195	\$72,089 - \$80,087	\$82,477 - \$91,125
electronics engineer	\$89,759 - \$97,346	\$101,065 - \$111,587	\$114,803 - \$125,781
electronics engineering technologist	\$61,991 - \$67,010	\$69,465 - \$76,400	\$78,524 - \$86,139
field service engineer	\$62,972 - \$68,040	\$70,558 - \$79,987	\$80,414 - \$93,953
field service technician	\$54,996 - \$60,901	\$63,703 - \$71,073	\$73,197 - \$80,946
maintenance manager	\$72,384 - \$81,360	\$89,362 - \$91,689	\$99,411 - \$140,000
maintenance planner	\$68,737 - \$74,867	\$77,833 - \$85,977	\$88,388 - \$97,027
manufacturing engineer	\$76,251 - \$85,336	\$89,764 - \$102,087	\$105,752 - \$117,550
metallurgical engineer	\$77,976 - \$81,218	\$90,306 - \$93,040	\$102,068 - \$140,000
MRO buyer	\$60,484 - \$66,139	\$68,897 - \$76,627	\$78,986 - \$87,702
procurement manager	\$113,166 - \$123,068	\$127,880 - \$141,195	\$145,145 - \$158,666
procurement specialist	\$62,241 - \$66,813	\$69,079 - \$75,718	\$77,862 - \$86,110
production manager	\$102,508 - \$111,934	\$116,555 - \$129,651	\$133,671 - \$147,760
production planner	\$52,888 - \$58,406	\$61,030 - \$67,865	\$69,727 - \$75,793
purchasing agent	\$63,035 - \$68,946	\$71,823 - \$79,853	\$82,288 - \$91,228
purchasing coordinator	\$45,087 - \$49,007	\$50,930 - \$56,413	\$58,125 - \$64,593
purchasing manager	\$113,166 - \$123,068	\$127,880 - \$141,195	\$145,145 - \$158,666

national salaries

	entry	mid	senior
quality assurance engineer	\$73,226 - \$79,571	\$82,669 - \$91,354	\$93,973 - \$102,857
safety engineer	\$76,330 - \$84,347	\$88,277 - \$99,390	\$102,779 - \$114,186
scheduler	\$41,616 - \$45,939	\$47,480 - \$51,728	\$55,808 - \$66,864
supply chain analyst	\$58,339 - \$64,610	\$67,661 - \$76,117	\$78,622 - \$86,825
supply chain coordinator	\$45,942 - \$49,653	\$51,482 - \$56,767	\$58,447 - \$64,899
supply chain manager	\$96,587 - \$106,832	\$111,768 - \$125,069	\$128,846 - \$140,888

regional variance

city	variance to national AVG	city	variance to national AVG
AL: Birmingham	0.21%	FL: West Palm Beach	3.34%
AL: Mobile	-2.75%	GA: Atlanta	4.56%
AR: Fort Smith	-13.74%	IA: Des Moines	-3.67%
AR: Little Rock	-11.57%	ID: Boise City-Nampa	-5.56%
AZ: Phoenix	-1.94%	IL: Chicago	9.23%
AZ: Tucson	-5.87%	IN: Indianapolis	-3.27%
CA: Fresno	5.95%	KS: Wichita	-7.93%
CA: Los Angeles	15.69%	KY: Lexington	-6.69%
CA: Sacramento	11.13%	KY: Louisville	-6.06%
CA: San Diego	11.08%	LA: New Orleans	-0.46%
CA: San Francisco	31.60%	MA: Boston	18.38%
CO: Denver	12.69%	MD: Baltimore	6.98%
CT: Hartford	7.63%	ME: Portland	-4.07%
DC: Washington	19.56%	MI: Detroit	4.41%
DE: Wilmington	7.97%	MI: Grand Rapids	-6.48%
FL: Fort Myers	-3.45%	MN: Minneapolis	6.35%
FL: Jacksonville	-2.70%	MO: Kansas City	-2.74%
FL: Miami	2.48%	MO: St. Louis	-0.50%
FL: Orlando	-3.50%	MS: Jackson	-11.03%
FL: Tampa	-2.34%	NC: Charlotte	3.32%

regional variance

city	variance to national AVG	city	variance to national AVG
NC: Greensboro	-1.90%	PA: Scranton-Wilkes-Barre	-6.64%
NC: Raleigh	5.67%	RI: Providence	7.11%
NE: Omaha	-6.52%	SC: Columbia	-7.90%
NH: Manchester	2.64%	SC: Greenville-Anderson	-4.72%
NJ: Newark-Union	18.85%	TN: Knoxville	-3.49%
NM: Albuquerque	-0.40%	TN: Memphis	-5.15%
NV: Las Vegas	1.48%	TN: Nashville	-1.76%
NY: Albany-Schenectady	3.47%	TX: Austin	10.98%
NY: Buffalo	-1.97%	TX: Dallas	8.51%
NY: New York	24.03%	TX: Houston	12.47%
OH: Cincinnati	-0.05%	TX: San Antonio	-1.41%
OH: Cleveland	-1.77%	UT: Salt Lake City	0.43%
OH: Columbus	-1.67%	VA: Richmond	2.80%
OK: Oklahoma City	-7.80%	VA: Virginia Beach-Norfolk	0.20%
OK: Tulsa	-1.69%	VT: Burlington	-1.38%
OR: Portland	3.28%	WA: Seattle	18.95%
PA: Harrisburg	-3.74%	WA: Spokane	-3.32%
PA: Philadelphia	9.67%	WI: Green Bay	-5.90%
PA: Pittsburgh	-1.09%	WI: Milwaukee	0.91%

manufacturing and logistics.



With a growing need for skilled workers in clean energy and infrastructure, major laws like the Infrastructure Investment and Jobs Act and the Inflation Reduction Act are shaping the landscape. Come 2025, the manufacturing and logistics sector in the U.S. is subject to a flurry of challenges and opportunities. At the same time, employees are increasingly looking for better work-life balance, career growth, and green initiatives.

So, what does this mean for employers in the manufacturing and logistics sector? How can they stay ahead of the curve and tackle upcoming challenges? Let's explore the latest trends, how job demands are evolving, and what's happening with salaries, retention strategies, and more.

the analytics revolution is around the corner

The rise of data analytics-driven management systems brings real-time insights and new levels of operational efficiency. Indicative of the sector's rapid expansion and the increasing reliance on up-and-coming technologies, [the global industrial automation market is on a meteoric rise and is expected to reach \\$256.7 billion by 2027.](#)

It's no longer just about automating routine tasks; it's about making precise, data-driven decisions. Businesses are increasingly leveraging big data to optimize production schedules, predict maintenance needs, and streamline supply chains. This growing reliance on data has led to a rising demand for skilled professionals with expertise in data analytics, machine learning, and systems integration.

The stakes are high: companies that effectively harness these data-driven management systems will gain a competitive edge and attract top talent eager to work with the latest technologies. As we approach 2025, mastering data analytics will be essential for thriving in an increasingly automated and data-centric world.

what's at stake as election day approaches?

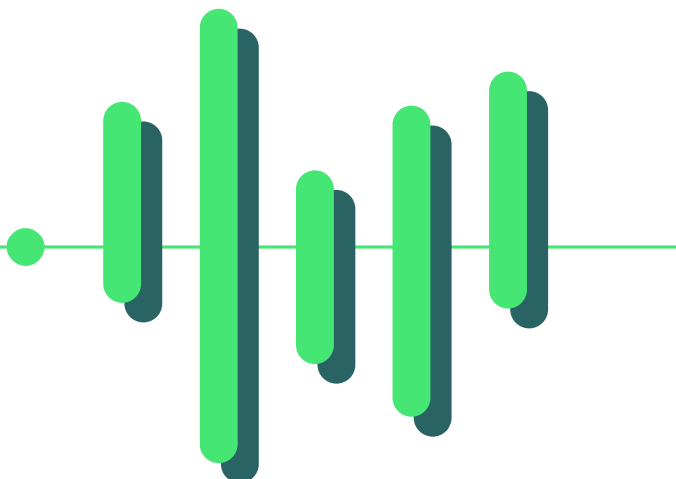
Elections significantly impact the economy, and recent Biden administration policies illustrate this. The Infrastructure Investment and Jobs Act, CHIPS and Science Act, and Inflation Reduction Act (IRA) have clearly prioritized manufacturing, clean energy, and technology, potentially boosting jobs in green tech, manufacturing, and modern infrastructure. Investments in electric vehicle (EV) infrastructure, battery production, and power grid improvements are expected to ripple through the job market.

Depending on the election outcome, we might see shifts in [trade policies](#) and federal investments. Tougher tariffs could raise the cost of imports, disrupt supply chains, and affect manufacturing and logistics jobs. Conversely, ongoing investments in infrastructure and clean energy may create new job opportunities and increase demand for skilled professionals. Overall, the job market is likely to experience fluctuations.

embracing automation might be your best business move yet

It's no secret that automation and robotics are essential for businesses to stay relevant and ahead of their competition. According to the [2024 REBR report](#), 45 percent of employees in the manufacturing and logistics sector feel the positive impact of AI on their jobs, and that number is set to increase. Why is now the perfect time to jump on the robotics bandwagon?

- Over the past ten years, the average price of industrial robots has dropped significantly, and it's expected to fall even further — by 50-60 percent by 2025. This makes it easier for small and medium-sized businesses to get into robotics.
- Thanks to advances in artificial intelligence, robots are also getting smarter. They can now handle more complex tasks and understand natural language, which makes them more adaptable and effective.
- With ongoing labor shortages, many businesses use automation to handle routine and repetitive jobs. This trend creates a need for people who can manage, program, and maintain these robotic systems.
- High production costs and supply chain issues — made worse by post-pandemic challenges and geopolitical tensions — are pushing companies to invest more in robotics and automation.
- New modular and pay-as-you-go automation options are making it easier for smaller businesses to use robotics, helping them grow and compete in various industries.



top roles

maintenance technicians

The need for maintenance technicians is high up in the charts for 2025. As businesses aim to extend equipment life, invest in robotics, and face a tight labor market, these skilled professionals keep important machinery up and running. With experienced technicians becoming harder to find, employers are stepping up with better training and competitive pay to attract and retain talent. Given their key role in reducing downtime and boosting efficiency, maintenance technicians' role is becoming increasingly indispensable – from manufacturing to tech.

delivery drivers

A booming e-commerce sector brings a greater demand for delivery drivers - the unsung heroes of modern-day retail. In 2025, companies are gearing up to tackle the heightened demand for fast, reliable deliveries. The challenge? Finding experienced drivers who can efficiently navigate expanding delivery networks. To attract and retain talent, businesses are improving pay, providing advanced route optimization tools, and offering flexible schedules. For delivery drivers, this means more job opportunities and a chance to lead in the evolving logistics industry.

forklift operators

The key to warehouse operations. Forklift operator demand is projected to grow 7% by 2028. Seasoned forklift operators are becoming increasingly hard to find, pushing employers to double down on training programs for less experienced workers. For those in the field, this translates to numerous job opportunities nationwide, especially in states like Florida, New York, and Texas. Companies will need to get creative with their hiring strategies to attract and keep top talent. Enhancing compensation and improving work-life balance will be key, especially since over 60 percent of employees cite these factors as reasons for leaving their jobs.

general managers

General managers have always been on the list of most highly sought-after roles. Charting the course through market shifts and operational challenges, they are the driving force of the workplace. The demand for seasoned leaders is at an all-time high. Strategic vision with operational expertise is most in-demand. Enticing packages and opportunities for growth can help attract these high-caliber professionals.

custodians

As we move into 2025, custodians are receiving well-deserved recognition for their critical role in maintaining clean and safe work environments. Companies are enhancing compensation and investing in advanced cleaning equipment to attract and retain top custodial talent. The increased focus on hygiene in a post-pandemic world is generating numerous job opportunities across diverse settings, from office buildings to industrial sites. For custodians, it's not just about job security but also about contributing significantly to high standards of cleanliness and safety.



national salaries

management

	entry	mid	senior
assembly supervisor	\$28 - \$30	\$31 - \$34	\$35 - \$39
assistant foreman	\$26 - \$28	\$29 - \$33	\$34 - \$37
assistant plant manager	\$34 - \$37	\$38 - \$42	\$43 - \$48
assistant production supervisor	\$25 - \$28	\$29 - \$33	\$34 - \$37
logistics manager	\$35 - \$39	\$41 - \$46	\$48 - \$54
maintenance manager	\$35 - \$38	\$39 - \$43	\$44 - \$48
maintenance supervisor	\$32 - \$35	\$37 - \$41	\$42 - \$47
operations coordinator	\$20 - \$22	\$23 - \$26	\$26 - \$29
operations manager	\$48 - \$53	\$55 - \$61	\$63 - \$68
production manager	\$49 - \$54	\$56 - \$62	\$64 - \$71
quality control manager	\$44 - \$47	\$48 - \$53	\$55 - \$60
warehouse manager	\$40 - \$44	\$45 - \$49	\$51 - \$54

machine operation

	entry	mid	senior
CNC machine operator	\$22 - \$24	\$25 - \$27	\$28 - \$31
general machinist	\$23 - \$25	\$26 - \$28	\$29 - \$32
machine feeder	\$15 - \$17	\$18 - \$20	\$20 - \$22
machine operator	\$18 - \$20	\$21 - \$24	\$25 - \$27
machine operator helper	\$16 - \$18	\$19 - \$21	\$22 - \$24
molding machine operator	\$20 - \$22	\$23 - \$25	\$26 - \$29

national salaries

assembly

	entry	mid	senior
assembler fabricator	\$18 - \$19	\$20 - \$22	\$23 - \$25
assembly line foreman	\$26 - \$28	\$30 - \$33	\$35 - \$38
electronic solderer	\$18 - \$20	\$21 - \$23	\$23 - \$25
electronics assembler (general)	\$19 - \$20	\$21 - \$22	\$23 - \$24
electronics assembler (precision)	\$20 - \$21	\$22 - \$24	\$25 - \$28
product assembler (bench)	\$18 - \$19	\$20 - \$21	\$22 - \$24
product assembler (machine)	\$18 - \$20	\$21 - \$24	\$25 - \$27

warehouse/distribution

	entry	mid	senior
carrier sales representative	\$21 - \$23	\$24 - \$27	\$27 - \$30
cherry picker/reach truck operator	\$18 - \$20	\$21 - \$23	\$24 - \$26
customs analyst	\$28 - \$31	\$32 - \$36	\$37 - \$41
dispatcher	\$21 - \$23	\$24 - \$27	\$27 - \$30
driver CDL	\$24 - \$26	\$27 - \$30	\$31 - \$34
forklift operator	\$18 - \$20	\$21 - \$23	\$24 - \$26
inventory control clerk	\$19 - \$20	\$21 - \$23	\$24 - \$26
kitter	\$15 - \$16	\$17 - \$19	\$20 - \$21
manual packager	\$16 - \$17	\$18 - \$20	\$20 - \$22
materials handler	\$17 - \$19	\$20 - \$22	\$23 - \$25
order filler	\$15 - \$16	\$17 - \$19	\$20 - \$21
OS&D (over short and damaged) clerk	\$17 - \$19	\$19 - \$21	\$22 - \$24
picker/packer	\$16 - \$17	\$18 - \$19	\$20 - \$21
safety compliance coordinator	\$28 - \$31	\$32 - \$36	\$37 - \$40
shipping & receiving clerk	\$18 - \$19	\$20 - \$22	\$23 - \$25

national salaries

	entry	mid	senior
stock handler	\$17 - \$19	\$20 - \$22	\$23 - \$25
warehouse laborer	\$18 - \$21	\$22 - \$24	\$25 - \$26
warehouse supervisor	\$29 - \$32	\$33 - \$37	\$38 - \$42
welder	\$24 - \$26	\$27 - \$30	\$31 - \$34

production

	entry	mid	senior
CNC programmer	\$31 - \$34	\$36 - \$40	\$41 - \$45
industrial painter	\$19 - \$20	\$21 - \$23	\$24 - \$26
injection molder	\$17 - \$19	\$19 - \$21	\$22 - \$24
manufacturing worker	\$16 - \$18	\$18 - \$20	\$21 - \$23
production helper	\$15 - \$17	\$17 - \$19	\$19 - \$21
production laborer	\$15 - \$18	\$19 - \$21	\$22 - \$23
production machinist	\$23 - \$25	\$26 - \$29	\$30 - \$33
production scheduler	\$25 - \$28	\$29 - \$33	\$34 - \$36
tool & die maker	\$29 - \$31	\$33 - \$36	\$37 - \$41

inspection

	entry	mid	senior
quality control inspector	\$23 - \$26	\$23 - \$26	\$26 - \$29
quality control tester	\$21 - \$23	\$21 - \$23	\$24 - \$25
quality inspector	\$21 - \$23	\$21 - \$23	\$24 - \$25

national salaries

maintenance

	entry	mid	senior
electromechanical technician	\$29 - \$33	\$34 - \$38	\$39 - \$43
electronics technician	\$30 - \$32	\$33 - \$37	\$38 - \$41
field service technician	\$26 - \$29	\$31 - \$34	\$35 - \$39
found maintenace worker	\$22 - \$24	\$25 - \$28	\$29 - \$32
janitor	\$15 - \$17	\$18 - \$19	\$20 - \$21
maintenance mechanic	\$25 - \$27	\$28 - \$31	\$32 - \$36

regional variance

city	variance to national AVG	city	variance to national AVG
AL: Birmingham	-1.35%	FL: West Palm Beach	2.76%
AL: Mobile	-2.14%	GA: Atlanta	4.11%
AR: Fort Smith	-12.75%	IA: Des Moines	-1.36%
AR: Little Rock	-8.85%	ID: Boise City-Nampa	-4.62%
AZ: Phoenix	0.06%	IL: Chicago	12.78%
AZ: Tucson	-3.57%	IN: Indianapolis	-0.04%
CA: Fresno	6.07%	KS: Wichita	-5.76%
CA: Los Angeles	15.63%	KY: Lexington	-1.93%
CA: Sacramento	12.71%	KY: Louisville	-1.47%
CA: San Diego	13.37%	LA: New Orleans	0.55%
CA: San Francisco	33.87%	MA: Boston	21.31%
CO: Denver	14.33%	MD: Baltimore	9.35%
CT: Hartford	13.52%	ME: Portland	0.19%
DC: Washington	19.41%	MI: Detroit	8.62%
DE: Wilmington	8.98%	MI: Grand Rapids	-3.25%
FL: Fort Myers	-3.09%	MN: Minneapolis	10.50%
FL: Jacksonville	-0.79%	MO: Kansas City	1.92%
FL: Miami	1.81%	MO: St. Louis	2.85%
FL: Orlando	-3.08%	MS: Jackson	-10.12%
FL: Tampa	-2.38%	NC: Charlotte	2.91%

regional variance

city	variance to national AVG	city	variance to national AVG
NC: Greensboro	-3.54%	PA: Scranton-Wilkes-Barre	-3.87%
NC: Raleigh	2.91%	RI: Providence	8.67%
NE: Omaha	-3.72%	SC: Columbia	-5.81%
NH: Manchester	4.54%	SC: Greenville-Anderson	-4.53%
NJ: Newark-Union	17.85%	TN: Knoxville	-4.53%
NM: Albuquerque	-2.78%	TN: Memphis	-2.87%
NV: Las Vegas	4.06%	TN: Nashville	1.47%
NY: Albany-Schenectady	7.44%	TX: Austin	7.22%
NY: Buffalo	3.38%	TX: Dallas	6.43%
NY: New York	23.87%	TX: Houston	8.87%
OH: Cincinnati	13.58%	TX: San Antonio	-2.75%
OH: Cleveland	0.24%	UT: Salt Lake City	2.22%
OH: Columbus	2.26%	VA: Richmond	3.06%
OK: Oklahoma City	-7.39%	VA: Virginia Beach-Norfolk	1.34%
OK: Tulsa	-1.88%	VT: Burlington	3.39%
OR: Portland	8.72%	WA: Seattle	26.05%
PA: Harrisburg	-1.25%	WA: Spokane	4.02%
PA: Philadelphia	10.18%	WI: Green Bay	-2.37%
PA: Pittsburgh	1.41%	WI: Milwaukee	3.58%

skilled trades and industrial management.



With a growing shortage of skilled trades workers and an aging workforce, the industrial management sector is facing a pivotal moment. New technologies like collaborative robots and advanced diagnostics are changing the way roles such as welders, electricians, and CNC machinists work. At the same time, younger generations are finding traditional career paths in these fields less appealing, which is driving up competition and wages.

To stay ahead, companies need to rethink how they recruit and keep employees. This means focusing on skills-based hiring and investing in upskilling programs. As we look toward 2025, let's explore emerging trends, evolving job demands and how these changes will impact the sector and what steps employers can take to adapt.

can AI and skills-based hiring save the day?

Gaps between available talent and industry needs. An aging workforce and a shortage of younger workers. The skilled trades and industrial management sectors in the U.S. are facing significant challenges. From 1984 to 2027, the number of people who are retired or nearing retirement is expected to grow by 75 percent, shifting the ratio of employees to openings from 2:10 to 3.5:10. Meanwhile, many Gen Z workers see vocational training as less attractive than going to college, which makes it even tougher to attract new talent into these trades.

Due to this labor shortage, wages have risen by over 20 percent in the construction and manufacturing sectors since early 2020. Companies are experiencing heightened competition for talent in critical skilled roles like welders, electricians, and construction laborers. The number of job openings is soaring — 584,000 in manufacturing alone as of early 2024.

Enter AI and technology to tackle the skills gap head-on. Automation and robotics have entered the space to take over repetitive tasks, freeing up skilled workers to handle more complex jobs. Collaborative robots, or cobots, boost productivity by up to 40 percent in some fields. Digital twins and remote control tech allow technicians to manage and fix equipment from anywhere. These advancements have reduced job vacancies by 25 percent and nearly doubled productivity.

However, technology alone isn't cutting it. Revisiting recruitment strategies is also crucial to staying ahead of the curve. Adopting skills-based hiring can significantly widen the talent pool: LinkedIn reports a 9.4x increase in talent pool size with this skills-first approach.

- Skills-based hiring focuses on practical abilities rather than just degrees or experience. This is especially useful for blue-collar jobs where hands-on skills matter most.
- It helps attract a broader, more diverse group of candidates and keeps employees longer. Upskilling programs can even double retention rates.
- This approach also speeds up hiring by using skills tests to find the right fit more quickly.

AI: the new apprentice in skilled trades

The rise of AI is generating both excitement and concern among trade workers in fields such as HVAC, electrical, and IT. The key issue is not whether AI will replace these roles, but how it will transform them. AI is not about taking jobs but about changing the way we work.

- HVAC techs can use AI to spot potential system problems before they even occur and troubleshoot issues remotely.
- Electricians could leverage smart tools to detect faults quickly and get real-time updates on compliance.
- For welders, AI cobots can handle complicated welding solutions where a human's health may be at risk, or where the climate must be very carefully controlled.

That's not to say that AI doesn't come with challenges. With some routine tasks becoming automated, workers must adapt by developing new skills and embracing ongoing learning. The human touch - problem-solving, critical thinking, and customer interaction — remains irreplaceable. The key is to see AI as a tool for enhancement, not replacement. By integrating AI smartly and focusing on uniquely human skills, employers can help their trade workers not only keep up with but thrive in this evolving landscape. The future lies in teamwork between humans and machines, creating a dynamic and efficient work environment.



top roles

field service technicians

With machinery becoming more complex and interconnected, field service technicians' job postings have topped the list with 19,926* job postings in the past year. Responsible for on-site repairs and maintenance, they troubleshoot issues that arise on the ground. Their role often requires problem-solving on the fly and interacting with clients directly. In 2025, they'll be expected to manage traditional repair tasks and support advanced technologies like IoT systems to ensure minimal downtime for optimal operational efficiency. Competitive compensation, flexible schedules, and recognition programs will go a long way in employee satisfaction and retention.

maintenance supervisors

As manufacturing and industrial operations become more automated and AI-driven, companies want supervisors with data-driven maintenance strategies, knowledge of advanced safety protocols, effective leadership, and strategic planning skills. Maintenance supervisors today have to balance the demands of a high-tech environment with hands-on problem-solving abilities. Offering training in new technologies, providing mentorship programs, and providing competitive salaries are key strategies for retention.

production supervisors

Ensuring process efficiency, meeting quality standards, and navigating production challenges — production supervisors have their hands full managing the day-to-day operations on the production floor. With automation all the rage, businesses are striving for higher productivity and reduced waste, causing the demand for skilled production supervisors to grow. Supervisors must be adept at managing advanced manufacturing technologies and data analytics to optimize production lines. Skills in lean manufacturing and digital transformation will be in high demand.

CNC machinists

With CNC machines becoming more automated and integrated with Industry 4.0 technologies, CNC Machinists are in high demand. Today's machinists need to master advanced programming and automation skills, as keeping up with evolving software and machinery is the key to success. They must also handle complex client requests with a blend of technical expertise and clear communication about project specs and deadlines. Employers will need to focus on reskilling and upskilling their teams to keep pace with these advancements.

welders

As industries push for stronger and more sustainable materials, Welders are increasingly important in constructing and repairing structures. In 2025, welders will need expertise in advanced welding techniques and robotic systems. Staying updated with new materials and safety standards will be vital. Adaptability and high-quality craftsmanship will help them meet the growing needs of a rapidly changing industry.



national salaries

skilled trades

	entry	mid	senior
automation technician	\$27 - \$30	\$34 - \$39	\$45 - \$48
CNC machinist	\$22 - \$24	\$25 - \$27	\$28 - \$31
CNC programmer	\$31 - \$34	\$36 - \$40	\$41 - \$45
conventional machinist	\$23 - \$25	\$28 - \$30	\$33 - \$37
diesel mechanic	\$25 - \$28	\$29 - \$36	\$38 - \$40
electro-technician	\$29 - \$33	\$34 - \$38	\$39 - \$43
field service technician	\$26 - \$29	\$31 - \$34	\$35 - \$39
machine builder	\$21 - \$24	\$25 - \$27	\$28 - \$31
maintenance mechanic	\$25 - \$27	\$28 - \$31	\$32 - \$36
mechanic heavy equipment	\$25 - \$28	\$29 - \$32	\$33 - \$37
mechanical assembler	\$17 - \$19	\$20 - \$22	\$22 - \$26
millwright	\$26 - \$33	\$35 - \$48	\$49 - \$55
tool & die maker	\$29 - \$31	\$33 - \$36	\$37 - \$41
trailer mechanic	\$20 - \$22	\$23 - \$25	\$26 - \$28
welder	\$24 - \$26	\$27 - \$30	\$31 - \$34
welder-fitter	\$21 - \$23	\$24 - \$27	\$27 - \$30

industrial management

	entry	mid	senior
continuous improvement director	\$48 - \$66	\$61 - \$83	\$75 - \$102
continuous improvement manager	\$47 - \$50	\$52 - \$57	\$58 - \$64
logistic supervisor	\$26 - \$28	\$29 - \$32	\$33 - \$36
logistics manager	\$35 - \$39	\$41 - \$46	\$48 - \$54
machining manager	\$35 - \$38	\$39 - \$43	\$44 - \$48
maintenance director	\$40 - \$44	\$46 - \$51	\$53 - \$59

national salaries

	entry	mid	senior
maintenance manager	\$35 - \$42	\$44 - \$48	\$50 - \$62
maintenance supervisor	\$32 - \$35	\$42 - \$47	\$48 - \$52
manufacturing director	\$63 - \$77	\$82 - \$100	\$103 - \$125
operations director	\$65 - \$87	\$86 - \$114	\$108 - \$144
operations manager	\$48 - \$53	\$55 - \$61	\$63 - \$68
plant manager	\$54 - \$62	\$65 - \$75	\$78 - \$87
procurement director	\$55 - \$73	\$74 - \$98	\$92 - \$121
production director	\$51 - \$67	\$65 - \$83	\$80 - \$104
production manager	\$49 - \$54	\$56 - \$62	\$64 - \$71
production supervisor	\$30 - \$33	\$38 - \$41	\$42 - \$48
project director	\$58 - \$71	\$73 - \$89	\$90 - \$110
quality assurance manager	\$47 - \$50	\$51 - \$56	\$58 - \$63
quality director	\$50 - \$67	\$63 - \$85	\$77 - \$105
quality inspector	\$21 - \$23	\$23 - \$26	\$26 - \$29
supply chain director	\$56 - \$68	\$74 - \$90	\$91 - \$111
warehouse director	\$41 - \$57	\$52 - \$73	\$63 - \$88
warehouse manager	\$40 - \$44	\$45 - \$49	\$51 - \$56
warehouse supervisor	\$29 - \$32	\$33 - \$37	\$38 - \$42
weld shop supervisor	\$30 - \$32	\$34 - \$37	\$38 - \$42
welding technician	\$26 - \$28	\$29 - \$33	\$34 - \$37

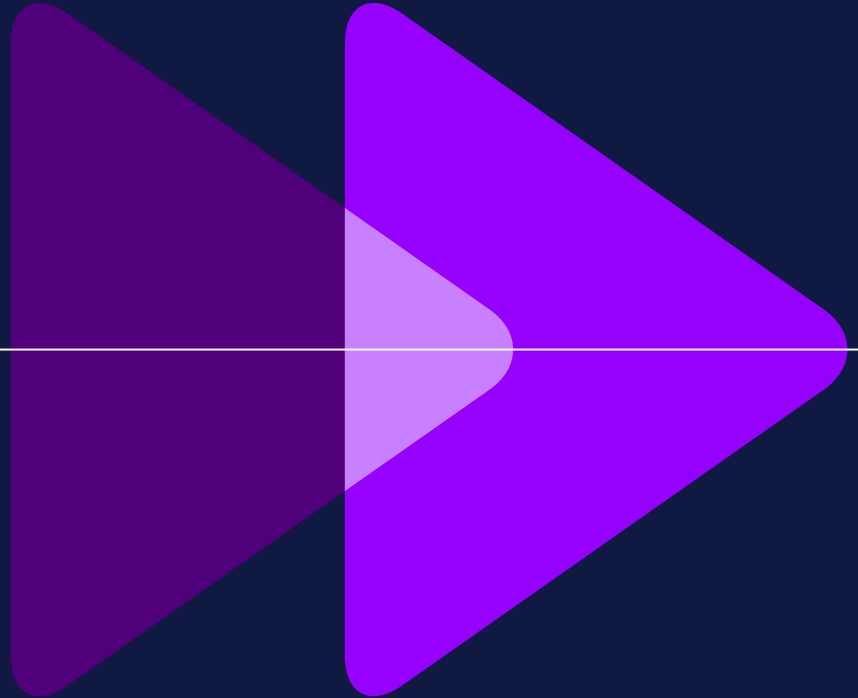
regional variance

city	variance to national AVG	city	variance to national AVG
AL: Birmingham	0.49%	FL: West Palm Beach	4.45%
AL: Mobile	-2.01%	GA: Atlanta	5.30%
AR: Fort Smith	-13.36%	IA: Des Moines	-3.38%
AR: Little Rock	-10.45%	ID: Boise City-Nampa	-6.56%
AZ: Phoenix	-1.92%	IL: Chicago	9.17%
AZ: Tucson	-6.22%	IN: Indianapolis	-2.18%
CA: Fresno	4.00%	KS: Wichita	-7.10%
CA: Los Angeles	14.66%	KY: Lexington	-5.46%
CA: Sacramento	9.03%	KY: Louisville	-4.93%
CA: San Diego	10.85%	LA: New Orleans	-0.55%
CA: San Francisco	35.02%	MA: Boston	18.50%
CO: Denver	14.22%	MD: Baltimore	7.21%
CT: Hartford	9.01%	ME: Portland	-3.51%
DC: Washington	18.62%	MI: Detroit	4.94%
DE: Wilmington	10.07%	MI: Grand Rapids	-4.66%
FL: Fort Myers	-2.89%	MN: Minneapolis	6.38%
FL: Jacksonville	-1.94%	MO: Kansas City	-1.21%
FL: Miami	3.72%	MO: St. Louis	-0.76%
FL: Orlando	-2.99%	MS: Jackson	-10.35%
FL: Tampa	-1.22%	NC: Charlotte	5.59%

regional variance

city	variance to national AVG	city	variance to national AVG
NC: Greensboro	-0.92%	PA: Scranton-Wilkes-Barre	-5.37%
NC: Raleigh	8.45%	RI: Providence	7.97%
NE: Omaha	-6.02%	SC: Columbia	-6.05%
NH: Manchester	4.22%	SC: Greenville-Anderson	-4.37%
NJ: Newark-Union	21.72%	TN: Knoxville	-4.68%
NM: Albuquerque	-2.86%	TN: Memphis	-4.60%
NV: Las Vegas	1.18%	TN: Nashville	-0.53%
NY: Albany-Schenectady	3.56%	TX: Austin	9.80%
NY: Buffalo	0.74%	TX: Dallas	7.81%
NY: New York	27.51%	TX: Houston	11.34%
OH: Cincinnati	4.68%	TX: San Antonio	-0.78%
OH: Cleveland	-1.03%	UT: Salt Lake City	0.29%
OH: Columbus	-0.60%	VA: Richmond	3.97%
OK: Oklahoma City	-8.11%	VA: Virginia Beach-Norfolk	0.82%
OK: Tulsa	-1.62%	VT: Burlington	-1.58%
OR: Portland	3.37%	WA: Seattle	20.05%
PA: Harrisburg	-3.13%	WA: Spokane	-1.39%
PA: Philadelphia	11.12%	WI: Green Bay	-3.52%
PA: Pittsburgh	0.07%	WI: Milwaukee	3.62%

business administration and operations.



Business administration and operations are at the heart of every successful organization. But today's hiring trends come with its own set of challenges. Employers are looking for highly skilled executive assistants and office managers who can handle hybrid work culture, and are tech-savvy with the adroitness to handle complex project management. In 2025, get ready to witness business roles supercharged by AI and automation. What are the trends to look for? Read on to find out what is shaping hiring trends and salaries in this rapidly evolving sector.

automate the mundane and elevate the game

Automation is emerging as a crucial asset in the business world. It's no longer just a supplementary tool but an essential component of modern operations. By efficiently managing routine tasks such as data entry, scheduling, and inventory management, automation frees up valuable time and resources, allowing your team to concentrate on strategic initiatives and innovative ideas. While it may seem daunting to see automation take over some of the tasks, according to [Harvard Business Review](#), automation isn't just about replacing humans; it's about augmenting their capabilities, driving business growth, and cutting through inefficiencies like a hot knife through butter. [Over 90 percent of workers say automation helps them get more done and work better](#) with their teams. Plus, nearly [80 percent feel that automation gives them more time for important tasks](#), which boosts job satisfaction and improves work-life balance.

Automation tools are improving employee satisfaction: a Salesforce survey found that nearly [89 percent of users reported increased job happiness, and 84 percent felt better about their employers](#). Improving work-life balance has taken the top spot as a reason people leave an employer more since 2019 and the pandemic. In this volatile labor market, combating burnout and enhancing work-life balance are critical retention strategies for employers and automation is helping with that.

is leveling up the way forward – what's the expectation?

The [2024 Randstad Employer Brand Report](#) shows more than 85 percent of employees give utmost importance to being offered a chance at reskilling. It seems like upskilling and reskilling are the employers' golden tickets to staying ahead of the curve. HR firm [Vensure states that upskilling your workforce isn't a trend but rather a necessity](#) for businesses to find success in 2025 and beyond. Investing in employees has multi-fold benefits – they feel valued, improve engagement and act as a crucial retention strategy. Time waits for no one and at the rate technological advancements are progressing, skills can become obsolete very fast.

remote work 2.0: from cubicles to cloud castles

The world of work is evolving rapidly due to remote work and digital transformation. The focus has shifted from debates about remote, hybrid, or onsite arrangements to simply making work effective regardless of location. Teams are now spread across continents but stay seamlessly connected through advanced technology. Emphasizing productivity over proximity has become the norm, with virtual administrative assistants playing a crucial role in this remote and hybrid landscape. They handle tasks like scheduling and project coordination with the same efficiency as in-office staff.

Digital transformation is accelerating this shift. Collaboration, communication, and project management tools are essential for making remote and hybrid work effective. This integration is not only reshaping departmental operations but also enhancing work-life balance possibilities. As employers, it's crucial to embrace this new normal and harness digital transformation as the driving force behind the future of work.

top roles

executive assistants

As we approach 2025, the demand for executive assistants is set to increase, driven by their expanding role in strategic management. No longer just gatekeepers, executive assistants are now integral to high-level decision-making and project management. Companies are seeking professionals with skills in project management, data analytics, and advanced AI tools. Beyond managing calendars and travel arrangements, today's executive assistants are expected to excel in strategic thinking and technology integration. Their role now involves not just supporting leadership but actively contributing to the strategic direction of the company.

administrative assistants

Modern administrative assistants are essential multi-taskers, and employers are looking for individuals who excel in tech integration and data management. Proficiency in automation tools and CRM systems is crucial, as these professionals play a key role in process optimization and team coordination. Adaptability is a must, as administrative assistants manage communications across cross-functional projects and remote teams. Their ability to seamlessly integrate technology with traditional administrative tasks makes them valuable assets in today's fast-paced work environment.

office managers

In today's hybrid work environment, office managers are crucial in bridging physical and digital office spaces. Employers value office managers who can maintain operational excellence while fostering a collaborative workplace culture. Key skills include managing hybrid workspaces, leveraging technology for facilities management, and ensuring smooth integration of remote work technologies. The role of office managers continues to evolve, with technology agility being a key factor in their success.

operations managers

The driving force that keeps everything running smoothly. Operations managers ensure the various business processes are in tune with expectations. With data being the bottom line for everything important, operations managers are expected to leverage data analytics and automation to streamline operations and drive efficiency. It isn't about managing day-to-day tasks, rather they're strategizing for long-term improvements by using apt ERP systems and AI-driven analytics. According to Zippia, 189,200 new jobs for operations managers are projected over the next decade with skills in AI and Lean and Six Sigma methodologies being the most sought-after. The rise of remote work and global supply chains seeks experience in managing distributed teams and understanding international logistics in operations managers. The role requires a strategic mindset to ensure that the business operates like a well-oiled machine.

sales analysts

By 2025, sales analysts are required to be masters in leveraging big data and machine learning for predictive analytics. Imagine having a weather forecast for a sales strategy — knowing when to pivot and when to double down. This is where sales analysts shine. They analyze sales trends, customer behavior and market conditions to provide actionable insights. Employers value skills in data visualization tools, CRM systems and integrating AI insights which are crucial for crunching data into actionable sales strategies. Since the role reflects the company's growth, the demand is only on the rise.



national salaries

business administration

	entry	mid	senior
benefits clerk	\$38,875 - \$42,768	\$44,625 - \$49,581	\$51,035 - \$56,409
buyer assistant	\$38,587 - \$42,897	\$44,883 - \$49,665	\$50,882 - \$54,903
contracts administrator	\$68,203 - \$74,431	\$77,475 - \$86,041	\$88,650 - \$97,935
data entry operator	\$36,820 - \$40,301	\$41,897 - \$45,892	\$47,048 - \$50,947
dispatch administrator	\$41,731 - \$45,377	\$47,118 - \$51,772	\$53,141 - \$58,207
document services specialist	\$34,090 - \$37,925	\$39,624 - \$43,522	\$44,556 - \$48,249
documentation specialist technical	\$62,961 - \$71,802	\$75,587 - \$83,456	\$85,309 - \$92,379
donor relations coordinator	\$51,452 - \$56,962	\$59,659 - \$67,276	\$69,609 - \$77,980
executive assistant	\$60,265 - \$67,218	\$70,544 - \$79,375	\$81,856 - \$90,251
inventory coordinator	\$45,285 - \$48,755	\$50,458 - \$55,319	\$56,840 - \$62,594
lease administrator	\$52,602 - \$58,242	\$60,921 - \$67,987	\$70,031 - \$77,506
leasing coordinator	\$32,273 - \$35,743	\$37,392 - \$41,742	\$43,000 - \$47,605
live chat agent	\$34,878 - \$37,619	\$38,886 - \$41,967	\$42,763 - \$45,431
mailroom clerk	\$36,085 - \$39,361	\$40,783 - \$43,866	\$44,632 - \$48,023
marketing assistant	\$44,985 - \$48,104	\$49,691 - \$54,652	\$56,369 - \$63,380
office manager	\$56,877 - \$60,841	\$62,780 - \$68,264	\$69,958 - \$76,293
order clerk/filler	\$30,178 - \$34,264	\$36,044 - \$39,941	\$40,921 - \$44,313
paralegal	\$55,225 - \$62,453	\$65,882 - \$74,748	\$77,132 - \$84,778
project coordinator	\$41,959 - \$46,256	\$48,354 - \$54,240	\$56,024 - \$62,330
project manager assistant	\$61,361 - \$65,535	\$67,614 - \$73,783	\$75,810 - \$83,784
property administrator	\$38,510 - \$41,689	\$43,268 - \$47,936	\$49,469 - \$55,550
property manager	\$70,113 - \$76,040	\$78,962 - \$87,388	\$90,049 - \$100,002
receptionist	\$34,592 - \$37,059	\$38,289 - \$41,957	\$43,173 - \$48,022
sales administrator	\$44,432 - \$49,027	\$51,263 - \$57,470	\$59,321 - \$65,711
sales analyst	\$56,012 - \$62,070	\$65,019 - \$73,204	\$75,634 - \$83,627

national salaries

	entry	mid	senior
sales assistant	\$45,406 - \$48,538	\$50,138 - \$55,179	\$56,937 - \$64,139
sales coordinator	\$53,289 - \$56,046	\$57,463 - \$62,003	\$63,634 - \$70,545
service coordinator	\$41,623 - \$44,993	\$46,653 - \$51,442	\$52,961 - \$58,782
supply clerk	\$37,659 - \$41,057	\$42,640 - \$46,581	\$47,636 - \$51,275

operations

	entry	mid	senior
member services representative	\$37,200 - \$40,305	\$41,823 - \$46,113	\$47,437 - \$52,379
operations coordinator	\$42,157 - \$46,184	\$48,127 - \$53,419	\$54,967 - \$60,441
operations manager	\$100,805 - \$109,780	\$114,158 - \$126,380	\$130,043 - \$142,326

administration

	entry	mid	senior
administrative assistant	\$42,282 - \$44,776	\$46,026 - \$49,790	\$51,051 - \$56,131
administrative clerk	\$39,643 - \$42,749	\$44,187 - \$47,705	\$48,623 - \$51,720
administrative coordinator	\$47,890 - \$52,006	\$53,930 - \$58,965	\$60,481 - \$65,076
administrative manager	\$65,964 - \$71,405	\$74,036 - \$81,234	\$83,354 - \$90,914
data analyst	\$78,201 - \$86,211	\$90,113 - \$100,967	\$104,201 - \$114,924
project administrator	\$56,332 - \$60,938	\$63,194 - \$69,603	\$71,593 - \$79,077

HR

	entry	mid	senior
benefits specialist	\$55,524 - \$60,252	\$62,554 - \$69,022	\$71,039 - \$78,792
employee relations representative	\$69,278 - \$74,098	\$76,483 - \$83,435	\$85,664 - \$94,166
hr generalist	\$65,183 - \$69,703	\$71,948 - \$78,563	\$80,715 - \$89,077

national salaries

	entry	mid	senior
human resources assistant	\$42,912 - \$46,888	\$48,702 - \$52,943	\$53,971 - \$57,219
human resources coordinator	\$41,870 - \$45,753	\$47,524 - \$51,648	\$52,643 - \$55,765
recruiter	\$57,821 - \$62,721	\$65,130 - \$72,037	\$74,198 - \$82,186
recruiting coordinator	\$52,199 - \$56,130	\$58,071 - \$63,711	\$65,516 - \$72,492
training coordinator	\$48,185 - \$50,472	\$51,618 - \$55,084	\$56,252 - \$60,992

legal

	entry	mid	senior
legal administrator	\$61,474 - \$66,267	\$68,644 - \$75,618	\$77,875 - \$86,581
legal assistant	\$55,225 - \$62,453	\$65,882 - \$74,748	\$77,132 - \$84,778
legal secretary	\$53,227 - \$59,249	\$62,099 - \$69,534	\$71,655 - \$79,336

healthcare operations

	entry	mid	senior
file clerk	\$35,168 - \$39,821	\$41,807 - \$45,889	\$46,836 - \$50,718
insurance verification specialist	\$58,863 - \$63,810	\$66,230 - \$73,083	\$75,204 - \$83,147

regional variance

city	variance to national AVG	city	variance to national AVG
AL: Birmingham	-1.84%	FL: West Palm Beach	3.16%
AL: Mobile	-6.61%	GA: Atlanta	4.00%
AR: Fort Smith	-15.74%	IA: Des Moines	-1.59%
AR: Little Rock	-12.17%	ID: Boise City-Nampa	-5.68%
AZ: Phoenix	-1.21%	IL: Chicago	11.54%
AZ: Tucson	-6.61%	IN: Indianapolis	-2.62%
CA: Fresno	3.98%	KS: Wichita	-9.59%
CA: Los Angeles	14.51%	KY: Lexington	-7.20%
CA: Sacramento	10.22%	KY: Louisville	-5.44%
CA: San Diego	11.87%	LA: New Orleans	-4.36%
CA: San Francisco	34.99%	MA: Boston	21.81%
CO: Denver	14.88%	MD: Baltimore	7.42%
CT: Hartford	11.98%	ME: Portland	-1.78%
DC: Washington	22.21%	MI: Detroit	5.98%
DE: Wilmington	8.15%	MI: Grand Rapids	-4.25%
FL: Fort Myers	-4.07%	MN: Minneapolis	9.29%
FL: Jacksonville	-3.08%	MO: Kansas City	-1.57%
FL: Miami	1.84%	MO: St. Louis	0.00%
FL: Orlando	-4.36%	MS: Jackson	-12.80%
FL: Tampa	-2.97%	NC: Charlotte	1.91%

regional variance

city	variance to national AVG	city	variance to national AVG
NC: Greensboro	-4.57%	PA: Scranton-Wilkes-Barre	-7.18%
NC: Raleigh	3.43%	RI: Providence	8.59%
NE: Omaha	-5.83%	SC: Columbia	-8.90%
NH: Manchester	2.31%	SC: Greenville-Anderson	-6.93%
NJ: Newark-Union	19.33%	TN: Knoxville	-7.29%
NM: Albuquerque	-4.93%	TN: Memphis	-5.79%
NV: Las Vegas	1.23%	TN: Nashville	-1.14%
NY: Albany-Schenectady	4.54%	TX: Austin	8.10%
NY: Buffalo	0.67%	TX: Dallas	6.42%
NY: New York	25.29%	TX: Houston	7.55%
OH: Cincinnati	0.73%	TX: San Antonio	-3.59%
OH: Cleveland	-0.61%	UT: Salt Lake City	-0.19%
OH: Columbus	-0.72%	VA: Richmond	1.81%
OK: Oklahoma City	-9.67%	VA: Virginia Beach-Norfolk	-1.59%
OK: Tulsa	-4.33%	VT: Burlington	1.47%
OR: Portland	7.30%	WA: Seattle	21.53%
PA: Harrisburg	-3.09%	WA: Spokane	0.11%
PA: Philadelphia	9.48%	WI: Green Bay	-4.93%
PA: Pittsburgh	-1.31%	WI: Milwaukee	1.86%

finance and accounting.



With the lessons learned from the past few years, employers in the finance and accounting sector are eagerly seeking stability and strategic advancements. 2025 brings new challenges and opportunities as emerging technologies, shifting market demands, and workforce dynamics reshape the industry.

AI and automation are altering job roles. The competition for top talent remains fierce. Salaries and skill requirements are drastically evolving. Proactive strategies to counteract burnout and well-being are a pressing priority. In this chapter of Randstad's 2025 Salary Guide, we explore these evolving trends, providing insights into the most sought-after skills and offering a comprehensive overview of salaries for key finance and accounting positions. Stay ahead of the curve with the essential information you need for the year ahead.

future-proof your workforce: invest in upskilling

A seismic shift is underway in the finance and accounting field fueled by digital transformation and automation. A game-changer for businesses — new technologies are making financial tasks more efficient and accurate. Artificial Intelligence (AI) is leading the charge, handling routine tasks and providing smart insights into financial data.

- [A recent study](#) found that 59 percent of finance managers at top-tier firms were already using AI to predict trends and manage cash flow.
- Cloud technology is also making a big impact, letting teams access data in real-time and work together more easily.
- Security has and will remain a top priority. [Blockchain](#) and Decentralized Finance (DeFi) are shaking things up by offering secure and transparent ways to handle transactions, and DeFi is expected to become more common by 2025.

What do these trends mean for the workforce and employers? Employees need to be skilled in AI, cloud computing, blockchain, and advanced financial tools, while employers must invest in technology and training to retain their best performers.

tackling data and privacy concerns

Financial services cybersecurity is on the move, and it's all about keeping up with new trends and challenges. One big change is the growing complexity of regulations. With more digital connections and global operations, financial firms need to juggle security measures across different countries. This means not just having solid compliance frameworks but also staying agile as regulations shift.

The hunt for cybersecurity talent is heating up. Financial organizations are on the lookout for experts who are tech-savvy and can navigate the tricky regulatory landscape. They need people who are proactive and continually updating their skills to handle new threats and tech advancements.

Employers are stepping up by creating supportive environments for learning and growth. [The 2024 REBR \(randstad employer brand research\) report](#) shows that close to 50 percent of the workforce appreciates this proactive measure. Advanced training and certifications in areas like AI and blockchain are becoming essential. As concerns about data privacy grow, employees will need to drive innovation in identity management to keep systems secure.

With great power comes great responsibility and with more technology comes the need to safeguard data and privacy. For instance, the rise of cloud technologies and automation means more data and more potential risks. However, automation in security processes, powered by AI and machine learning, is becoming a game-changer.

2025 will be a year where financial services firms should focus on blending innovation with strong regulation and smart talent management.

from carbon footprint to financial reporting: the growing role of ESG

ESG (Environmental, Social, and Governance) is set to make a big splash in the finance and accounting world. Growing public concern about climate change, social justice, and corporate governance has led to higher expectations for companies to demonstrate their commitment to ESG principles.

New regulations, like the ISSB's IFRS S1 and S2 standards and the SEC's beefed-up climate disclosure rules, are pushing companies to up their game when it comes to ESG reporting. This means — businesses will need to step up their financial controls and get better at analyzing ESG data to stay transparent and compliant.

New compliance = hunt for the right fit. Employees prefer to work for companies with strong ESG values. Companies need top talent who can handle ESG reporting and compliance. As ESG becomes a key part of business strategy, financial reporting and hiring will increasingly reflect these new standards and expectations.

the power of connection

The world of work is evolving rapidly due to remote work. Remote work has become a fixture in the finance industry, where work-life balance and preventing burnout are crucial. For employers, maintaining productivity and connectivity in a dispersed workforce is essential.

To achieve this, companies must leverage technology to keep teams connected and efficient. Cloud-based platforms and collaboration tools are indispensable, enabling seamless document sharing and real-time collaboration across time zones. Employers are looking for a workforce that excels not only in financial analysis but also in navigating these tech tools with ease.



top roles

senior accountants

The role of a senior accountant has evolved beyond traditional number-crunching. Employers now seek professionals who are proficient in cloud-based systems and data analytics. With the rise of ESG (Environmental, Social, and Governance) reporting, senior accountants must integrate these elements into financial reporting seamlessly. Companies demand more than just spreadsheet skills — they need accountants who can master automation and thrive in a remote work environment. Expertise in international standards and sustainability will set candidates apart.

controllers

Controllers are pivotal in budgeting and maintaining internal controls, but their role is rapidly expanding. Companies now require controllers who can balance financial strategy with technological savvy. Employers seek individuals who can lead remote teams, utilize financial tech and data analytics, and navigate complex regulations. The ability to drive financial performance with innovation and insight is increasingly valuable.

accounting managers

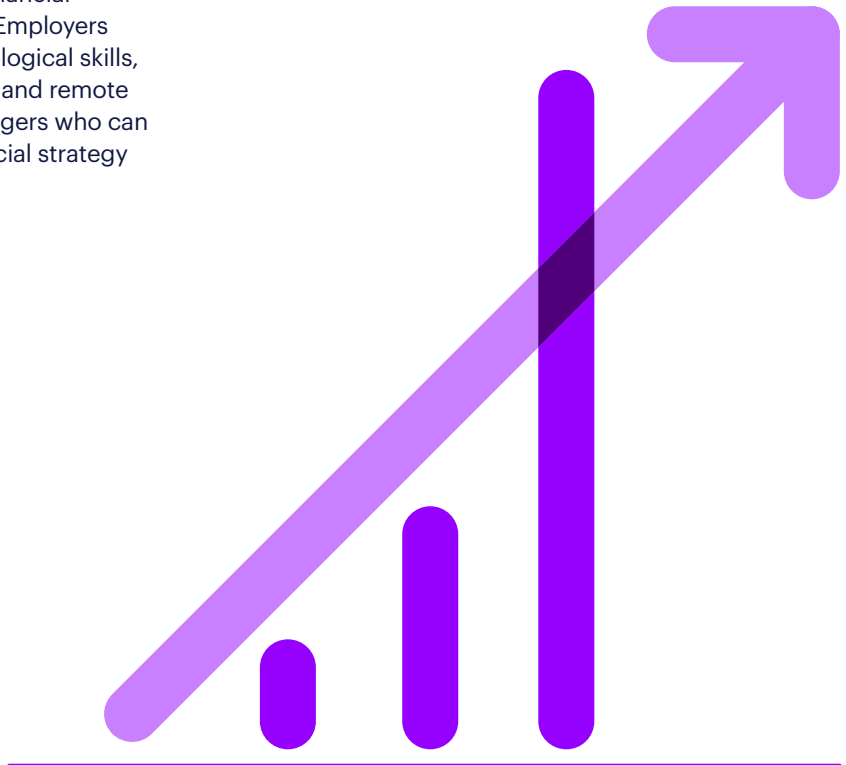
Accounting managers are highly sought after for their versatility in overseeing teams, scrutinizing financial documents, and steering strategic planning. Employers are prioritizing candidates with strong technological skills, particularly those experienced in digital tools and remote leadership. The demand for accounting managers who can ensure accurate reporting while driving financial strategy is on the rise.

AP/AR clerks (accounts payable/accounts receivable)

AP/AR clerks play a crucial role in keeping financial operations running smoothly, handling invoices, managing cash flow, and ensuring timely payments and receipts. As one of the most posted roles in finance, employers are looking for more than just industry experience. They want clerks with sharp analytical skills and strong communication abilities. With competition for top talent intensifying, companies are refining their hiring strategies to attract candidates who can handle financial planning and analysis with precision and communicate effectively with stakeholders.

financial analysts

Financial analysts are indispensable to business strategy, transforming complex data into actionable insights. Employers are increasingly focused on advanced analytics and financial modeling, making the role of financial analysts more critical than ever. Companies are searching for analysts who can translate data into strategic business insights and excel with the latest tools. The demand for these skills is skyrocketing, and analysts who stay ahead of the curve will be in high demand.



national salaries

accounting

	entry	mid	senior
accountant	\$68,529 - \$74,123	\$76,842 - \$84,382	\$86,625 - \$94,335
accounting analyst	\$60,201 - \$65,110	\$67,519 - \$74,364	\$76,470 - \$83,757
accounting clerk	\$41,234 - \$44,008	\$45,363 - \$49,173	\$50,331 - \$54,446
accounting manager	\$106,429 - \$114,453	\$118,399 - \$129,693	\$133,212 - \$145,874
accounting specialist	\$47,014 - \$51,442	\$53,546 - \$59,092	\$60,696 - \$66,559
accounting supervisor (general)	\$74,252 - \$79,865	\$82,622 - \$90,490	\$92,930 - \$101,638
accounts payable clerk	\$39,604 - \$43,952	\$45,943 - \$50,921	\$52,360 - \$55,977
accounts payable manager	\$94,214 - \$102,812	\$107,051 - \$119,313	\$123,217 - \$138,224
accounts payable specialist	\$42,015 - \$46,562	\$48,685 - \$54,223	\$55,886 - \$59,746
accounts receivable analyst	\$51,072 - \$55,394	\$57,513 - \$63,547	\$65,428 - \$72,522
accounts receivable clerk	\$39,797 - \$44,102	\$46,114 - \$51,379	\$52,964 - \$56,622
accounts receivable director	\$95,398 - \$116,436	\$123,142 - \$149,449	\$150,914 - \$183,294
accounts receivable manager	\$95,117 - \$103,097	\$107,078 - \$118,950	\$122,879 - \$138,502
accounts receivable supervisor	\$54,768 - \$59,903	\$62,403 - \$69,384	\$71,502 - \$79,281
assistant controller	\$109,926 - \$121,497	\$131,697 - \$145,560	\$155,630 - \$172,012
billing manager	\$68,615 - \$74,411	\$77,294 - \$85,827	\$88,624 - \$99,659
billing specialist	\$37,381 - \$40,976	\$42,658 - \$46,909	\$48,071 - \$52,145
bookkeeper	\$41,621 - \$45,057	\$46,732 - \$51,432	\$52,868 - \$58,178
business analyst	\$78,314 - \$84,743	\$87,900 - \$96,900	\$99,686 - \$109,603
clerk accounts payable	\$39,604 - \$43,952	\$45,943 - \$50,921	\$52,360 - \$55,977
collections clerk	\$39,172 - \$42,913	\$44,673 - \$49,195	\$50,459 - \$54,966
compliance specialist	\$67,930 - \$74,818	\$78,138 - \$87,154	\$89,778 - \$99,016
controller	\$125,120 - \$138,291	\$182,266 - \$201,451	\$257,278 - \$284,359
corporate controller	\$124,726 - \$222,986	\$177,444 - \$316,762	\$217,677 - \$388,461
cost accountant	\$65,305 - \$70,553	\$73,135 - \$80,536	\$82,843 - \$91,041

national salaries

	entry	mid	senior
cost accounting manager	\$108,546 - \$116,568	\$120,531 - \$132,024	\$135,676 - \$149,253
credit & collection manager	\$95,366 - \$102,281	\$105,723 - \$115,922	\$119,266 - \$132,386
credit & collection specialist	\$42,548 - \$46,897	\$48,940 - \$54,156	\$55,602 - \$60,731
credit & collection supervisor	\$57,056 - \$61,582	\$63,813 - \$70,248	\$72,281 - \$79,890
credit clerk	\$37,641 - \$41,209	\$42,897 - \$47,307	\$48,566 - \$53,130
credit specialist	\$44,601 - \$48,401	\$50,224 - \$55,111	\$56,505 - \$61,304
division controller	\$117,791 - \$144,784	\$149,229 - \$183,434	\$193,294 - \$237,336
external auditor	\$67,514 - \$73,974	\$77,086 - \$85,517	\$87,963 - \$96,545
invoice/billing clerk	\$37,856 - \$41,612	\$43,329 - \$47,357	\$48,341 - \$51,468
payroll administrator	\$50,368 - \$55,078	\$57,374 - \$63,816	\$65,784 - \$73,060
payroll analyst	\$57,220 - \$61,894	\$64,175 - \$70,562	\$72,494 - \$79,297
payroll clerk	\$46,327 - \$51,063	\$53,287 - \$58,955	\$60,523 - \$66,072
payroll coordinator	\$49,699 - \$54,358	\$56,627 - \$62,973	\$64,902 - \$72,007
payroll manager	\$95,612 - \$103,365	\$107,156 - \$117,833	\$121,089 - \$132,704
payroll supervisor	\$62,632 - \$68,146	\$70,832 - \$78,345	\$80,629 - \$89,042
project accountant	\$79,275 - \$87,620	\$96,906 - \$107,106	\$117,068 - \$129,391
property accountant	\$65,495 - \$69,616	\$71,647 - \$77,507	\$79,358 - \$86,290
sr. accountant	\$82,759 - \$91,470	\$99,398 - \$109,860	\$119,274 - \$131,829
staff accountant	\$60,262 - \$64,346	\$66,349 - \$72,046	\$73,808 - \$80,223

finance

	entry	mid	senior
analyst - financial planning & analysis	\$107,676 - \$116,290	\$120,520 - \$132,597	\$136,355 - \$150,134
business systems analyst	\$84,476 - \$92,661	\$96,656 - \$107,859	\$111,251 - \$123,226
cost analyst	\$57,133 - \$61,682	\$63,925 - \$70,387	\$72,418 - \$79,748
director financial analysis	\$131,245 - \$173,313	\$169,676 - \$223,960	\$207,430 - \$273,652

national salaries

	entry	mid	senior
finance director	\$133,184 - \$175,874	\$173,075 - \$228,424	\$215,174 - \$283,859
finance manager	\$102,476 - \$110,650	\$114,670 - \$126,181	\$129,780 - \$143,065
financial analyst	\$62,738 - \$78,811	\$78,811 - \$108,098	\$108,098 - \$130,844
financial reporting manager	\$122,406 - \$131,392	\$135,844 - \$148,869	\$153,067 - \$169,185
investment analyst	\$80,011 - \$86,424	\$89,582 - \$98,640	\$101,468 - \$111,550
reporting analyst	\$60,102 - \$66,279	\$69,287 - \$77,639	\$80,121 - \$88,305
revenue accountant	\$69,287 - \$73,363	\$75,380 - \$81,263	\$83,150 - \$90,356
SEC reporting manager	\$123,792 - \$136,822	\$160,539 - \$177,438	\$205,488 - \$227,118
sr financial analyst	\$87,185 - \$93,316	\$96,338 - \$105,043	\$107,782 - \$117,801
treasury analyst	\$62,229 - \$74,016	\$74,016 - \$95,008	\$95,008 - \$112,862

internal audit

	entry	mid	senior
director internal audit	\$110,519 - \$147,932	\$143,842 - \$192,206	\$176,572 - \$235,753
internal audit manager	\$110,414 - \$120,339	\$125,199 - \$138,919	\$143,106 - \$157,625
internal auditor	\$71,914 - \$79,355	\$82,972 - \$92,983	\$95,954 - \$106,130

treasury

	entry	mid	senior
corporate treasurer	\$94,630 - \$115,659	\$115,659 - \$161,783	\$161,783 - \$201,452
treasury associate	\$47,622 - \$61,683	\$61,683 - \$85,956	\$85,956 - \$103,609
treasury director	\$126,489 - \$167,039	\$159,157 - \$210,176	\$197,477 - \$260,537

national salaries

tax

	entry	mid	senior
corporate tax accountant	\$64,235 - \$76,403	\$78,742 - \$87,588	\$92,512 - \$107,621
tax analyst	\$55,145 - \$60,864	\$63,642 - \$71,329	\$73,607 - \$81,401
tax associate	\$55,569 - \$59,556	\$61,504 - \$66,986	\$68,654 - \$74,588
tax manager	\$113,519 - \$121,798	\$125,903 - \$137,927	\$141,804 - \$156,559
tax preparer	\$51,045 - \$55,865	\$58,150 - \$64,144	\$65,865 - \$72,129
tax specialist	\$68,044 - \$74,484	\$77,528 - \$85,446	\$87,695 - \$95,817

executive

	entry	mid	senior
chief accounting officer	\$157,625 - \$193,716	\$222,154 - \$272,736	\$296,186 - \$363,621
chief financial officer	\$157,286 - \$281,019	\$231,916 - \$413,879	\$332,144 - \$593,395
vice president finance	\$120,746 - \$215,954	\$175,240 - \$312,843	\$247,984 - \$442,579
vice president financial planning & analysis	\$114,741 - \$141,115	\$159,635 - \$196,163	\$203,046 - \$249,294
vice president internal audit	\$123,137 - \$164,600	\$150,205 - \$200,823	\$189,987 - \$253,693
vice president tax compliance	\$127,991 - \$169,018	\$173,104 - \$228,461	\$216,525 - \$285,641

generalist

	entry	mid	senior
managing director	\$118,495 - \$158,425	\$160,892 - \$215,007	\$210,190 - \$280,631

regional variance

city	variance to national AVG	city	variance to national AVG
AL: Birmingham	0.06%	FL: West Palm Beach	4.70%
AL: Mobile	-3.96%	GA: Atlanta	5.31%
AR: Fort Smith	-13.64%	IA: Des Moines	-3.87%
AR: Little Rock	-11.23%	ID: Boise City-Nampa	-7.10%
AZ: Phoenix	-2.81%	IL: Chicago	7.81%
AZ: Tucson	-7.08%	IN: Indianapolis	-2.99%
CA: Fresno	2.17%	KS: Wichita	-8.69%
CA: Los Angeles	13.28%	KY: Lexington	-7.59%
CA: Sacramento	6.52%	KY: Louisville	-6.20%
CA: San Diego	9.45%	LA: New Orleans	-3.12%
CA: San Francisco	35.23%	MA: Boston	17.45%
CO: Denver	13.97%	MD: Baltimore	5.47%
CT: Hartford	6.83%	ME: Portland	-4.22%
DC: Washington	18.20%	MI: Detroit	3.01%
DE: Wilmington	8.68%	MI: Grand Rapids	-5.47%
FL: Fort Myers	-3.37%	MN: Minneapolis	4.98%
FL: Jacksonville	-2.11%	MO: Kansas City	-2.78%
FL: Miami	4.28%	MO: St. Louis	-2.00%
FL: Orlando	-2.41%	MS: Jackson	-11.26%
FL: Tampa	-0.85%	NC: Charlotte	5.63%

regional variance

city	variance to national AVG	city	variance to national AVG
NC: Greensboro	-0.88%	PA: Scranton-Wilkes-Barre	-6.97%
NC: Raleigh	9.22%	RI: Providence	6.92%
NE: Omaha	-6.74%	SC: Columbia	-7.98%
NH: Manchester	2.00%	SC: Greenville-Anderson	-5.02%
NJ: Newark-Union	22.29%	TN: Knoxville	-5.75%
NM: Albuquerque	-3.62%	TN: Memphis	-5.68%
NV: Las Vegas	-1.44%	TN: Nashville	-2.01%
NY: Albany-Schenectady	1.66%	TX: Austin	9.48%
NY: Buffalo	-0.16%	TX: Dallas	7.63%
NY: New York	28.37%	TX: Houston	10.30%
OH: Cincinnati	-0.65%	TX: San Antonio	-0.70%
OH: Cleveland	-1.86%	UT: Salt Lake City	-1.34%
OH: Columbus	-1.66%	VA: Richmond	3.02%
OK: Oklahoma City	-9.10%	VA: Virginia Beach-Norfolk	-0.74%
OK: Tulsa	-2.45%	VT: Burlington	-2.30%
OR: Portland	1.70%	WA: Seattle	16.98%
PA: Harrisburg	-4.46%	WA: Spokane	-3.34%
PA: Philadelphia	9.61%	WI: Green Bay	-4.92%
PA: Pittsburgh	-1.39%	WI: Milwaukee	2.14%

healthcare.



The demand for healthcare is on an upward trend driven largely by an aging population. High-quality patient care and a resilient workforce is the need of the hour. As the healthcare industry evolves, so do the trends shaping its workforce landscape. Advancements in medical technology are redefining hiring strategies and rightly so. The U.S. Labor Department projects a 15 percent growth in healthcare employment by 2029. The healthcare industry is projected to add the most jobs of all industry sectors by 2030 pegged at 3.3 million jobs. This looming requirement prompts the sector to leverage AI to streamline the hiring process and adopt flexible staffing models. With so much in the air, it is time to dive deep into hiring strategies and trends that employers need to capitalize on.

data analytics and generative AI: the next big thing in healthcare

It's not science fiction anymore. Advancements in data analytics and Generative AI is today's reality and it is making waves in healthcare. From improvements in patient care to enhanced operational efficiency, technology is dramatically reshaping the erstwhile traditional approach to healthcare. This technology uses machine learning algorithms to generate data, insights and solutions to approach healthcare challenges.

- According to McKinsey, AI can analyze vast amounts of data to uncover patterns that go undetected by the human eye, leading to more accurate diagnoses and better patient outcomes.
- According to a study by Frost & Sullivan, AI systems can improve diagnostic accuracy by 30 - 40 percent and reduce treatment costs by 50 percent.
- LinkedIn's insights reveal that in 2023, the global healthcare data analytics market was valued at over \$32.57 billion and is projected to exceed \$195.01 billion by 2032, growing at about 22% annually.

As these AI technologies and data advancements evolve, so will hiring trends in healthcare. With nearly 40 percent of the healthcare roles said to be technology-centric, the demand for AI specialists, data scientists and tech-savvy healthcare professionals will surge. What does this shift mean? There is a pressing need for traditional roles to be upskilled and reskilled. Employers should lead the charge on this to enhance retention and ensure the workforce is better equipped to meet the evolving demands. Proactive steps need to be taken to foster a culture of continuous learning and development.

one size doesn't fit all

As the industry undergoes transformative change, the concept of a specialized workforce has gained momentum. As recent insights reveal, healthcare is inching toward a nuanced model where specific skills and expertise are paramount. There is a growing need for specialized training and education to prepare the workforce for the complexities of modern healthcare. This shift reflects a growing recognition that one-size-fits-all approaches are less effective. Addressing diverse patient needs and complex medical technologies requires specialized expertise.

Health Affairs highlights that specialized training isn't just a trend — it's a necessity. The need for highly skilled professionals in areas like telemedicine, data analytics, and patient-centered care is increasing. Targeted training programs are the go-to for employers to ensure the workforce feels confident navigating the technological labyrinth. Looking ahead to 2025, these trends suggest significant shifts in hiring practices.

SHC Cares points out that effective workforce management can help mitigate staffing challenges by aligning skills with organizational needs. The emphasis should be on finding the right fit for specialized roles to improve both operational efficiency and patient outcomes. There will be a growing demand for professionals with niche skills and certifications, such as those in digital health technologies or advanced diagnostic fields. For employers, it means fostering a culture of continuous learning and ensuring their teams are well-equipped to handle the demands of a rapidly evolving industry.

the secret ingredient for a flexible workforce

Agile staffing in healthcare is the way to go forward, focusing on flexibility and real-time responsiveness.

- Agile staffing is all about quickly adjusting staff levels based on real-time needs and data.
- The U.S. healthcare job market is set to grow by 15 percent from 2019 to 2029, driven by an aging population and rising health issues.
- Tech is key: AI and data analytics help hospitals tweak staffing levels on the fly.
- By 2025, agile staffing will likely be the norm, focusing on flexibility and quick adjustments.
- Hiring trends will shift toward finding adaptable professionals who can handle changing demands.

What does this mean? Overall, this means better efficiency and higher care quality through smarter, data-driven staffing decisions.

top roles

registered nurses

Registered nurses (RNs) are the backbone of healthcare, balancing bedside care with complex medical procedures. They ensure patients' comfort, administer medications, and coordinate with doctors. Looking ahead to 2025, the demand for RNs is expected to rise, driven by an aging population and a greater focus on chronic disease management. Employers are seeking RNs who are ready to embrace specialization opportunities, such as cardiac or oncology nursing, and who can adeptly navigate new technologies like telehealth and electronic health records. Employers will prioritize RNs who are tech-savvy and committed to honing specialized skills.

licensed practical nurses

Licensed Practical Nurses (LPNs) are essential in delivering day-to-day patient care, from taking vital signs to assisting with basic treatments. They work under RNs and doctors, often becoming the go-to person for patients' immediate needs. By 2025, the role of LPNs will evolve, with a growing emphasis on long-term care and home health services. Employers will seek LPNs who can manage more sophisticated equipment and electronic health records, reflecting advancements in healthcare technology.

medical assistants

Medical Assistants (MAs) are key to ensuring smooth operations and patient comfort, handling everything from check-ins to basic lab tests. The role of MAs is expected to expand by 2025, especially with the rise of outpatient care and preventative medicine. Employers are looking for MAs who can take on additional responsibilities, including advanced diagnostic tests and specialized administrative tasks. As healthcare becomes increasingly tech-driven, MAs who combine medical know-how with strong tech skills and versatility will be in high demand.

nurse practitioners

Nurse Practitioners (NPs) continue to be pivotal in healthcare, known for their advanced clinical skills and patient care expertise. They diagnose, treat, prescribe medication, and often serve as primary care providers or specialists. In 2025, employers will seek NPs who can deliver comprehensive care with a high degree of autonomy. The focus will be on hiring NPs with expertise in emerging fields and those capable of addressing primary care shortages.

patient access representatives

In a healthcare environment increasingly shaped by technology, Patient Access Representatives (PARs) play a crucial role in ensuring a smooth start to every patient's journey. They manage tasks like scheduling appointments, handling patient information, and navigating insurance details. Employers are on the lookout for PARs who are proficient with advanced scheduling systems and insurance management technologies, ensuring a seamless and efficient patient experience.



national salaries

healthcare operations

	entry	mid	senior
accounts receivable clerk	\$39,797 - \$44,102	\$46,114 - \$51,379	\$52,964 - \$56,622
administrator hospital	\$213,337 - \$332,481	\$324,252 - \$505,362	\$402,752 - \$628,148
administrator medical practice	\$153,981 - \$220,957	\$185,576 - \$265,985	\$214,353 - \$307,154
cash posting specialist	\$45,000 - \$47,000	\$48,000 - \$51,521	\$52,000 - \$56,000
certified medical coder	\$34,665 - \$38,215	\$39,881 - \$44,125	\$45,298 - \$62,400
claims analyst	\$49,110 - \$52,763	\$54,579 - \$59,936	\$61,686 - \$68,570
collections specialist	\$38,992 - \$42,505	\$44,198 - \$48,791	\$50,126 - \$54,819
credentialing specialist	\$45,819 - \$50,576	\$52,895 - \$59,440	\$61,490 - \$69,391
denials / appeals coordinator	\$45,000 - \$49,000	\$50,000 - \$53,000	\$54,000 - \$63,257
dental assistant	\$40,037 - \$43,263	\$44,803 - \$48,871	\$50,004 - \$53,799
dental office manager	\$52,884 - \$57,678	\$59,985 - \$66,219	\$68,020 - \$74,310
health information specialist	\$48,103 - \$51,418	\$53,062 - \$57,875	\$59,426 - \$65,326
laboratory assistant	\$46,825 - \$50,966	\$52,980 - \$58,582	\$60,273 - \$66,454
medical billing specialist	\$36,517 - \$40,515	\$42,386 - \$47,110	\$48,400 - \$52,919
medical claims adjudicator	\$52,392 - \$56,283	\$58,204 - \$63,762	\$65,523 - \$72,038
medical office coordinator	\$46,250 - \$48,712	\$49,948 - \$53,688	\$54,948 - \$60,034
medical receptionist	\$35,188 - \$39,793	\$41,792 - \$46,124	\$47,199 - \$51,111
medical records administrator	\$100,516 - \$108,648	\$112,627 - \$123,856	\$127,291 - \$139,596
medical records clerk	\$43,202 - \$47,093	\$48,998 - \$54,494	\$56,278 - \$61,331
office manager	\$56,877 - \$60,841	\$62,780 - \$68,264	\$69,958 - \$76,293
patient access specialist	\$39,820 - \$43,599	\$45,385 - \$50,031	\$51,350 - \$56,117
patient appointment clerk	\$34,387 - \$37,623	\$39,164 - \$43,250	\$44,440 - \$48,817
patient care coordinator	\$38,586 - \$41,037	\$42,249 - \$45,778	\$46,911 - \$51,305
patient financial counselor	\$42,490 - \$47,150	\$49,327 - \$54,796	\$56,278 - \$61,443
pre-authorization nurse	\$72,659 - \$78,461	\$81,298 - \$89,314	\$91,786 - \$101,018

national salaries

	entry	mid	senior
revenue cycle management director	\$90,710 - \$171,847	\$117,445 - \$220,776	\$147,695 - \$277,307
revenue integrity analyst	\$72,940 - \$78,904	\$81,814 - \$89,961	\$92,423 - \$101,087
scheduler surgery	\$37,676 - \$41,238	\$42,928 - \$47,360	\$48,633 - \$53,270
transcriptionist medical	\$36,169 - \$39,637	\$41,264 - \$45,402	\$46,543 - \$50,572

advanced practice

	entry	mid	senior
nurse practitioner	\$102,392 - \$109,942	\$113,618 - \$123,827	\$126,862 - \$136,871
physician assistant	\$109,605 - \$115,015	\$117,695 - \$125,535	\$128,057 - \$137,619

allied health

	entry	mid	senior
laboratory technician	\$49,456 - \$53,707	\$55,781 - \$61,606	\$63,388 - \$69,991
medical assistant	\$34,858 - \$37,454	\$38,700 - \$42,042	\$42,996 - \$46,284
MRI technologist	\$63,235 - \$69,575	\$72,593 - \$80,488	\$82,652 - \$89,766
pharmacist	\$122,640 - \$131,817	\$136,203 - \$147,807	\$151,049 - \$161,950
pharmacy assistant	\$35,820 - \$39,197	\$40,753 - \$44,689	\$45,839 - \$49,955
pharmacy manager	\$126,098 - \$137,670	\$143,258 - \$158,508	\$162,982 - \$178,861
pharmacy technician	\$35,820 - \$39,197	\$40,753 - \$44,689	\$45,839 - \$49,955
phlebotomist	\$34,458 - \$37,932	\$39,583 - \$43,936	\$45,195 - \$49,798
radiology technologist	\$59,992 - \$64,752	\$67,054 - \$73,333	\$75,153 - \$81,155
sonographer	\$65,070 - \$71,936	\$75,257 - \$84,365	\$87,056 - \$96,682
sterile processing technician	\$42,335 - \$46,023	\$47,788 - \$52,538	\$53,947 - \$59,189
surgical technologist	\$48,388 - \$52,635	\$54,643 - \$59,791	\$61,154 - \$65,438
ultrasound technologist	\$65,070 - \$71,936	\$75,257 - \$84,365	\$87,056 - \$96,682
x-ray technician	\$58,761 - \$64,883	\$67,796 - \$75,394	\$77,469 - \$84,252

national salaries

medical office

	entry	mid	senior
clinic manager	\$75,314 - \$79,849	\$82,092 - \$88,640	\$90,749 - \$98,943
disability case manager	\$63,495 - \$66,876	\$68,583 - \$73,831	\$75,636 - \$83,119
medical secretary	\$38,394 - \$41,194	\$42,540 - \$46,158	\$47,195 - \$50,789

nursing

	entry	mid	senior
clinic manager	\$47,983 - \$52,635	\$54,797 - \$60,139	\$61,553 - \$66,389
disability case manager	\$73,180 - \$79,247	\$82,196 - \$90,401	\$92,876 - \$101,920
medical secretary	\$77,017 - \$81,933	\$84,360 - \$91,393	\$93,630 - \$102,072
medical secretary	\$73,836 - \$78,594	\$80,941 - \$87,724	\$89,872 - \$97,939

social work/mental health

	entry	mid	senior
social worker	\$43,615 - \$47,561	\$49,494 - \$54,964	\$56,639 - \$62,481
social worker clinical - licensed	\$64,293 - \$69,538	\$72,120 - \$79,535	\$81,856 - \$90,280

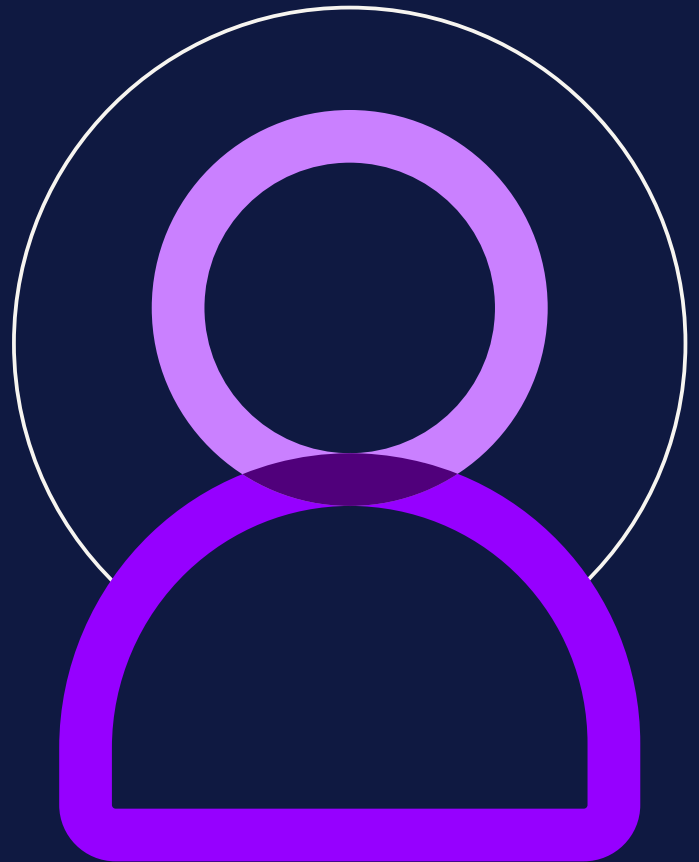
regional variance

city	variance to national AVG	city	variance to national AVG
AL: Birmingham	-3.42%	FL: West Palm Beach	2.64%
AL: Mobile	-7.11%	GA: Atlanta	3.14%
AR: Fort Smith	-13.47%	IA: Des Moines	-3.66%
AR: Little Rock	-10.64%	ID: Boise City-Nampa	-4.86%
AZ: Phoenix	-1.09%	IL: Chicago	8.54%
AZ: Tucson	-5.22%	IN: Indianapolis	-2.92%
CA: Fresno	8.54%	KS: Wichita	-9.67%
CA: Los Angeles	17.18%	KY: Lexington	-7.27%
CA: Sacramento	16.42%	KY: Louisville	-5.84%
CA: San Diego	13.75%	LA: New Orleans	-3.76%
CA: San Francisco	38.12%	MA: Boston	18.93%
CO: Denver	11.45%	MD: Baltimore	5.52%
CT: Hartford	9.94%	ME: Portland	-2.77%
DC: Washington	17.14%	MI: Detroit	2.41%
DE: Wilmington	6.45%	MI: Grand Rapids	-5.23%
FL: Fort Myers	-2.70%	MN: Minneapolis	7.54%
FL: Jacksonville	-3.40%	MO: Kansas City	-3.04%
FL: Miami	1.87%	MO: St. Louis	-2.76%
FL: Orlando	-4.15%	MS: Jackson	-11.28%
FL: Tampa	-2.56%	NC: Charlotte	1.57%

regional variance

city	variance to national AVG	city	variance to national AVG
NC: Greensboro	-3.22%	PA: Scranton-Wilkes-Barre	-6.69%
NC: Raleigh	4.01%	RI: Providence	7.57%
NE: Omaha	-6.05%	SC: Columbia	-7.78%
NH: Manchester	2.77%	SC: Greenville-Anderson	-6.35%
NJ: Newark-Union	17.55%	TN: Knoxville	-7.23%
NM: Albuquerque	-3.12%	TN: Memphis	-5.33%
NV: Las Vegas	3.68%	TN: Nashville	-1.94%
NY: Albany-Schenectady	2.22%	TX: Austin	7.29%
NY: Buffalo	-0.74%	TX: Dallas	5.21%
NY: New York	22.86%	TX: Houston	6.99%
OH: Cincinnati	-0.82%	TX: San Antonio	-3.09%
OH: Cleveland	-1.69%	UT: Salt Lake City	-0.10%
OH: Columbus	-2.42%	VA: Richmond	1.36%
OK: Oklahoma City	-9.22%	VA: Virginia Beach-Norfolk	-1.63%
OK: Tulsa	-4.28%	VT: Burlington	-0.20%
OR: Portland	7.34%	WA: Seattle	18.70%
PA: Harrisburg	-3.59%	WA: Spokane	1.55%
PA: Philadelphia	7.65%	WI: Green Bay	-4.53%
PA: Pittsburgh	-3.49%	WI: Milwaukee	1.65%

human resources.



With more than \$17 billion invested in HR tech in just the last two years, colossal changes are on the horizon — so HR professionals, buckle up! You are in for a ride. CEOs are planning to overhaul their talent strategies to keep up with technology and shifting employee expectations. According to Beamery, about 84 percent of business leaders think talent approaches need to reflect a focus on skills rather than traditional job roles. Automation tools are set to reduce HR tasks by 40 percent while flexible work and mental health has taken precedence. New regulations and a heightened focus on diversity and inclusion only show a hiring landscape that's anything but static. What's really shaking up the hiring game? Read on.

empathy over authority is the way forward

Forget the old-school management playbook. As we head into 2025, the focus is on leaders who can truly connect and adapt. The need for effective leadership is underscored by the fact that 2024 has seen a shift toward prioritizing leadership skills that go beyond traditional management. HRD magazine reported that 65 percent of organizations prioritize developing effective leaders for a changing business and workplace with skills such as emotional intelligence and adaptability. For years together, strong leadership has shown a correlation with higher employee engagement and satisfaction — key factors for maintaining a productive workforce

at the helm: AI, automation, metaverse

Without a moment to waste, organizations are rapidly investing in AI and automation. Picture this: instead of sifting through mountains of resumes, HR professionals can turn to automation to streamline the recruitment process, making it faster and more accurate. AI-driven tools are able to analyze candidate data with remarkable precision, predicting job fit and potential performance with impressive accuracy. Companies leveraging AI for recruitment see a reduction in time-to-hire and an increase in candidate quality.

It doesn't stop at AI and automation! Immersive alternate reality, also known as the Metaverse, is poised to revolutionize various aspects of HR practices. By creating lifelike virtual simulations, the Metaverse enables HR professionals to host dynamic and interactive meetings, conduct immersive job interviews, and facilitate engaging discussions among remote teams. Researchers predict a swift and widespread adoption of the Metaverse in HR, with a projected 25 percent of people dedicating at least an hour of their daily work routine to this transformative technology by the year 2026.

well-being & inclusivity: more than a trend

Mental health and inclusivity are no longer just corporate jargon — they're central to workplace culture. Here's why:

- Companies are ramping up their mental health support, from virtual therapy to wellness programs
- HR leaders are intensifying their DEI efforts, focusing on real, measurable inclusivity
- A strong focus on mental health and inclusivity isn't just the right thing to do — it's good for business.

Embracing these practices isn't just about ticking boxes. It's about creating a workplace where everyone feels valued and supported.

how political shifts are changing the job market

Elections can stir up the job market like a snow globe — shaking things up and creating a flurry of changes. The upcoming general election could introduce new labor laws, alter tax regulations, and shift economic conditions. Political shifts often ripple through the job market, affecting hiring and job stability.

For employers, this means keeping a keen eye on potential policy changes and being ready to adjust strategies. Job seekers should stay informed about how these political developments might impact their industry. As political landscapes evolve, so will the job market. Staying ahead of these changes will be key to successfully managing your career or business.



top roles

chief human resources officers (CHROs)

In 2025, the CHRO role is not just about managing people; it's about leading transformative change in the workplace. Employers are seeking CHROs who can integrate AI to streamline recruitment while championing a culture where mental health is a core value, not just a checkbox. The ideal CHRO will be adept at updating policies and ensuring that the company's culture thrives in an environment of remote work and flexible schedules. Visionary leadership, innovation, and the ability to inspire teams to embrace the future of work are essential qualities that employers are looking for in this role.

vice president of HR

With significant investments in HR technology, the role of the VP of HR requires a strategic thinker who is also tech-savvy. Employers need VPs who can implement AI-driven tools and data analytics to enhance recruitment and employee engagement. Balancing remote work flexibility with maintaining a vibrant company culture is crucial. The ideal candidate will align HR practices with broader business goals and stay ahead of tech trends. This role offers the opportunity to lead the transformation of how organizations manage and nurture their most valuable asset — people.

director of HR

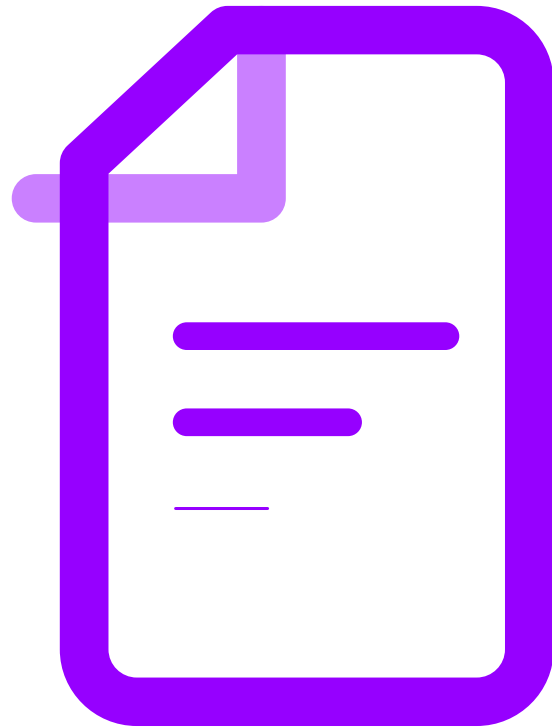
As a Director of HR, the focus is on steering the implementation of strategic HR initiatives that align with the company's broader objectives. Employers are looking for leaders who can integrate innovative tech solutions into HR practices, overseeing recruitment, employee development, and policy implementation. This role is about turning high-level strategies into operational success, managing both the big picture and the finer details, making it a dynamic and impactful position.

manager of HR

In 2025, the role of HR Manager is critical for keeping HR operations running smoothly. Employers are looking for managers who can handle the day-to-day aspects of recruitment, benefits, and employee relations while adapting to new HR technologies. The challenge lies in balancing the latest tech with maintaining a personal and engaging employee experience. This role offers the opportunity to make a significant impact by improving processes and boosting employee satisfaction, making it ideal for those who enjoy juggling tasks in a tech-driven environment.

senior HR business partner

The Senior HR Business Partner plays a crucial role in aligning HR strategies with business success. Employers are looking for SR HRBPs who can leverage data analytics to shape talent strategies, drive upskilling programs, and lead diversity and inclusion initiatives. This role requires blending data insights with strategic planning and influencing high-level decisions. The SR HRBP is an opportunity to drive meaningful change and make a substantial impact on the company's future.



national salaries

benefits/compensation

	entry	mid	senior
benefits administrator	\$61,130 - \$78,763	\$68,578 - \$90,368	\$77,951 - \$103,086
benefits analyst	\$61,130 - \$78,763	\$68,578 - \$90,368	\$77,951 - \$103,086
benefits assistant/associate	\$36,347 - \$45,899	\$41,012 - \$53,351	\$46,844 - \$60,938
benefits director	\$104,827 - \$147,439	\$136,677 - \$191,672	\$170,014 - \$238,266
benefits manager	\$100,523 - \$131,704	\$112,014 - \$149,139	\$126,307 - \$168,879
compensation & benefits manager	\$107,847 - \$140,830	\$119,887 - \$159,480	\$135,104 - \$180,989
compensation & benefits specialist	\$54,314 - \$73,460	\$64,155 - \$87,647	\$74,966 - \$101,419
compensation analyst	\$60,825 - \$81,199	\$70,447 - \$95,851	\$81,893 - \$109,831
compensation director	\$119,546 - \$161,767	\$151,425 - \$204,897	\$190,602 - \$257,581
retirement specialist	\$49,370 - \$66,704	\$57,428 - \$78,525	\$66,317 - \$89,195
total rewards director	\$120,529 - \$157,274	\$155,092 - \$202,418	\$193,812 - \$252,664
total rewards manager	\$100,938 - \$132,232	\$112,473 - \$149,735	\$126,816 - \$169,554

generalist

	entry	mid	senior
chief human resources officer (CHRO)	\$118,953 - \$202,618	\$185,204 - \$314,776	\$272,691 - \$463,451
HR coordinator	\$41,506 - \$52,927	\$46,891 - \$59,842	\$52,008 - \$64,689
HR generalist	\$61,528 - \$79,480	\$68,063 - \$90,073	\$76,641 - \$102,714
HR manager	\$98,446 - \$132,874	\$114,421 - \$156,200	\$132,960 - \$179,106
HR operations director	\$87,468 - \$115,743	\$98,421 - \$132,105	\$111,656 - \$148,860
HR specialist	\$49,934 - \$65,240	\$56,334 - \$75,079	\$64,183 - \$86,377
human resources assistant	\$42,457 - \$54,257	\$48,063 - \$61,363	\$53,338 - \$66,405
human resources business partner	\$65,920 - \$86,933	\$73,637 - \$99,438	\$83,645 - \$113,793
human resources supervisor	\$68,605 - \$89,677	\$75,643 - \$101,475	\$85,318 - \$116,527
human resources technician	\$58,525 - \$76,739	\$65,165 - \$87,533	\$73,797 - \$100,473
vice president of HR	\$107,995 - \$184,334	\$154,233 - \$262,451	\$210,429 - \$357,583

national salaries

recruiting/talent acquisition

	entry	mid	senior
director talent acquisition	\$102,962 - \$143,185	\$131,520 - \$182,237	\$161,133 - \$223,212
recruiter	\$54,156 - \$71,701	\$61,116 - \$82,796	\$69,834 - \$95,047
recruiting coordinator	\$50,668 - \$66,380	\$56,448 - \$75,566	\$63,795 - \$86,361
recruiting manager	\$87,572 - \$119,029	\$100,654 - \$138,629	\$116,297 - \$158,495
talent acquisition manager	\$95,429 - \$128,174	\$110,025 - \$149,572	\$127,194 - \$171,125
talent acquisition specialist	\$50,796 - \$67,310	\$57,446 - \$77,729	\$65,614 - \$89,257

HRIS

	entry	mid	senior
HRIS administrator	\$62,894 - \$82,876	\$71,612 - \$96,068	\$81,957 - \$109,421
HRIS analyst	\$68,286 - \$90,658	\$78,544 - \$106,272	\$90,897 - \$121,485
HRIS director	\$96,482 - \$134,490	\$117,656 - \$163,129	\$146,419 - \$202,922
HRIS manager	\$94,023 - \$126,561	\$108,701 - \$148,157	\$126,061 - \$169,419
HRIS specialist	\$54,763 - \$71,505	\$61,668 - \$82,528	\$70,534 - \$95,530

talent management/organizational development

	entry	mid	senior
director talent management/OD	\$104,064 - \$144,662	\$132,287 - \$183,298	\$162,248 - \$224,743
manager of talent management/OD	\$97,293 - \$131,327	\$113,053 - \$154,377	\$131,442 - \$177,296

employee/labor relations

	entry	mid	senior
employee relations director	\$107,518 - \$149,299	\$137,416 - \$190,408	\$171,454 - \$237,408
employee relations manager	\$94,891 - \$125,968	\$105,687 - \$142,628	\$119,265 - \$161,380

national salaries

	entry	mid	senior
HR director	\$107,518 - \$149,299	\$137,416 - \$190,408	\$171,454 - \$237,408
labor relations director (JD)	\$112,139 - \$151,853	\$144,060 - \$194,905	\$179,310 - \$242,359
labor relations manager	\$102,851 - \$140,304	\$121,506 - \$167,251	\$142,507 - \$193,430
labor relations representative	\$69,951 - \$94,091	\$80,260 - \$110,118	\$92,976 - \$126,082

learning and development

	entry	mid	senior
instructional designer	\$56,268 - \$75,173	\$65,515 - \$89,176	\$76,388 - \$101,897
learning and development director	\$116,930 - \$145,477	\$146,314 - \$182,009	\$185,981 - \$231,128
learning and development manager	\$93,748 - \$123,053	\$104,493 - \$139,417	\$117,952 - \$157,545
learning and development specialist	\$51,081 - \$67,025	\$58,087 - \$77,788	\$66,629 - \$88,679
learning specialist (trainer)	\$53,928 - \$70,760	\$61,288 - \$82,169	\$70,331 - \$93,840

DE&I

	entry	mid	senior
chief diversity equity and inclusion officer	\$103,207 - \$143,404	\$130,206 - \$180,146	\$163,228 - \$225,802
director	\$86,178 - \$120,545	\$106,163 - \$147,478	\$132,609 - \$183,745
diversity equity and inclusion manager	\$73,837 - \$98,799	\$84,273 - \$114,870	\$97,124 - \$131,537
diversity equity and inclusion specialist	\$53,048 - \$69,380	\$59,876 - \$79,850	\$68,166 - \$91,656

regional variance

city	variance to national AVG	city	variance to national AVG
AL: Birmingham	0.10%	FL: West Palm Beach	4.31%
AL: Mobile	-3.97%	GA: Atlanta	5.21%
AR: Fort Smith	-14.64%	IA: Des Moines	-4.46%
AR: Little Rock	-12.48%	ID: Boise City-Nampa	-8.06%
AZ: Phoenix	-3.37%	IL: Chicago	7.56%
AZ: Tucson	-8.08%	IN: Indianapolis	-3.57%
CA: Fresno	2.06%	KS: Wichita	-9.03%
CA: Los Angeles	13.70%	KY: Lexington	-8.17%
CA: Sacramento	6.37%	KY: Louisville	-6.80%
CA: San Diego	9.24%	LA: New Orleans	-3.46%
CA: San Francisco	36.12%	MA: Boston	17.91%
CO: Denver	14.57%	MD: Baltimore	6.02%
CT: Hartford	6.95%	ME: Portland	-5.11%
DC: Washington	19.10%	MI: Detroit	3.27%
DE: Wilmington	9.55%	MI: Grand Rapids	-5.98%
FL: Fort Myers	-3.76%	MN: Minneapolis	4.78%
FL: Jacksonville	-2.50%	MO: Kansas City	-3.15%
FL: Miami	4.05%	MO: St. Louis	-2.30%
FL: Orlando	-3.01%	MS: Jackson	-12.32%
FL: Tampa	-1.08%	NC: Charlotte	5.59%

regional variance

city	variance to national AVG	city	variance to national AVG
NC: Greensboro	-1.25%	PA: Scranton-Wilkes-Barre	-7.08%
NC: Raleigh	9.83%	RI: Providence	7.45%
NE: Omaha	-7.46%	SC: Columbia	-8.28%
NH: Manchester	1.90%	SC: Greenville-Anderson	-5.51%
NJ: Newark-Union	23.31%	TN: Knoxville	-6.23%
NM: Albuquerque	-4.11%	TN: Memphis	-6.11%
NV: Las Vegas	-1.87%	TN: Nashville	-2.59%
NY: Albany-Schenectady	1.53%	TX: Austin	10.29%
NY: Buffalo	-0.11%	TX: Dallas	8.18%
NY: New York	29.18%	TX: Houston	11.05%
OH: Cincinnati	-0.85%	TX: San Antonio	-0.50%
OH: Cleveland	-1.78%	UT: Salt Lake City	-1.63%
OH: Columbus	-1.83%	VA: Richmond	2.97%
OK: Oklahoma City	-9.72%	VA: Virginia Beach-Norfolk	-0.65%
OK: Tulsa	-3.16%	VT: Burlington	-3.26%
OR: Portland	1.52%	WA: Seattle	17.86%
PA: Harrisburg	-4.69%	WA: Spokane	-4.06%
PA: Philadelphia	10.47%	WI: Green Bay	-5.34%
PA: Pittsburgh	-1.28%	WI: Milwaukee	2.31%

legal.

The background features a dark blue gradient. A thin white vertical line runs down the right side. Several overlapping, rounded rectangular shapes in shades of purple and blue are scattered across the right half of the page. The shapes vary in opacity and color, creating a layered, abstract effect.

The legal field is evolving rapidly, driven by new work setups and AI advancements that are reshaping how we hire and manage talent. The latest tools, soon capable of predicting legal outcomes and automating tasks, promise to make legal services faster and more affordable. These changes present not just challenges but opportunities for firms to stay ahead. Employers must stay informed about the latest insights and salary trends, such as those in Randstad's 2025 Salary Guide, to remain competitive.

AI and automation — the new legal sidekick

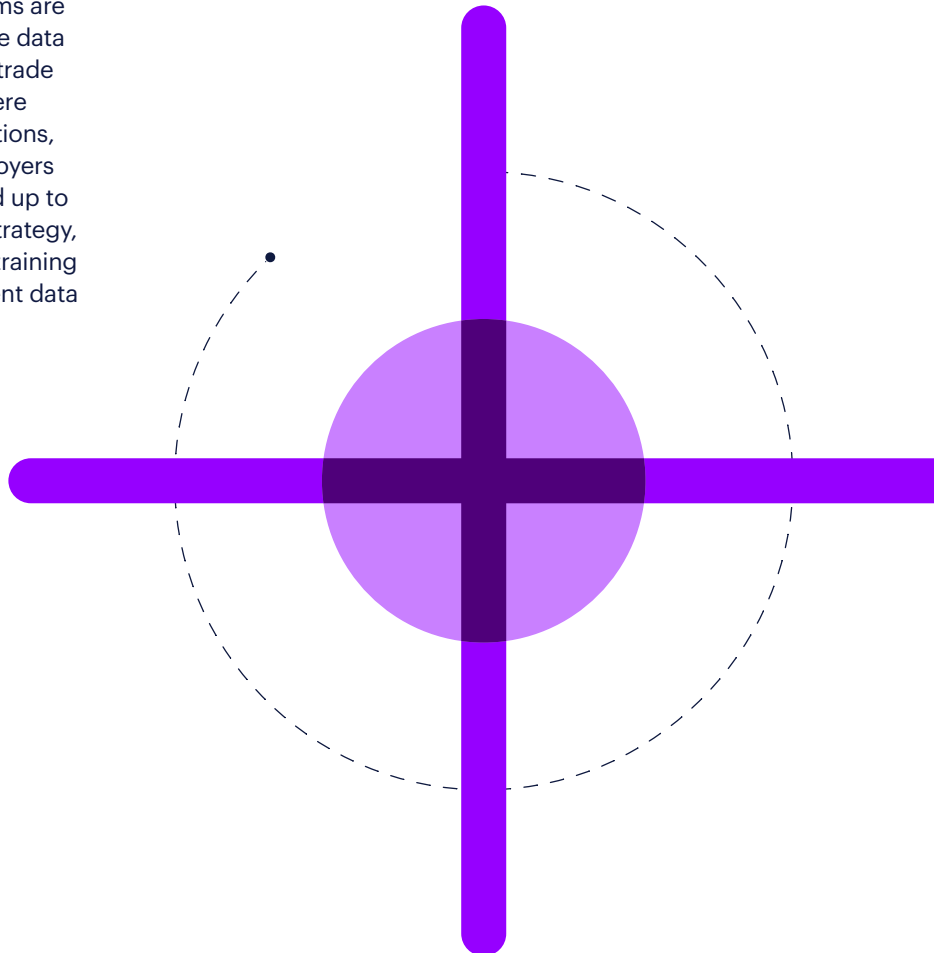
The legal profession has always been demanding, with 60 percent of lawyers feeling overwhelmed by long hours and high stakes. However, technology, especially AI, is transforming the landscape. AI can now handle tasks like legal research and document review in seconds, allowing lawyers to focus on strategic work. This shift not only improves job satisfaction and well-being but also enhances work-life balance through remote work flexibility and efficient task management. By 2025, Contract Lifecycle Management (CLM) will be as integral to organizations as Enterprise Resource Management (ERM) and Customer Relationship Management (CRM). Legal functions will see a rise in non-lawyer roles, with a growing emphasis on technology and specialized skills. Employers should leverage these advancements to make legal practice more rewarding and balanced for their teams.

don't be a data breach statistic

Protecting client data is more than just a regulatory requirement; it's essential for earning and maintaining trust. Nearly 30% of law firms reported a security incident in a 2023 American Bar Association survey. Law firms are prime targets for cybercriminals due to the valuable data they hold, including confidential client details and trade secrets. Failing to protect this data can lead to severe consequences, such as compromised communications, identity theft, and even malpractice lawsuits. Employers must ensure their security measures are robust and up to date, including a comprehensive data protection strategy, encryption of sensitive information, and thorough training for staff to identify potential threats. Protecting client data is critical to the firm's reputation and success.

from paper trails to data trails

The way legal teams operate is set to undergo significant changes by 2025. With digital transformation and the need to keep up with fast-moving business demands driving these changes, legal departments must rethink their processes. In-house legal teams will increasingly include not just lawyers but also paralegals, data experts, and operational specialists. Managing contracts will become as vital and streamlined as managing finances or customer relationships, with centralized contract data improving efficiency and risk management. The gap between legal tech and general tech will close, with integrated solutions becoming standard. Data will become a game-changer, helping legal teams track contract performance and identify new opportunities. As client expectations rise, legal services must become as user-friendly and personalized as the best B2C experiences. Chief operations officers will play a crucial role, working alongside general counsels to ensure legal operations are both smooth and innovative.



top roles

associate attorney

Associate attorneys are vital players in law firms, handling everything from drafting legal documents to representing clients in court. Given the high pressure and long hours associated with the role, firms must support associates with mentoring and professional growth opportunities to attract and retain top talent. The demand for associates remains strong, and firms should focus on creating environments where they can thrive.

in-house counsel

As legal complexities continue to grow, the role of in-house counsel is indispensable. They manage everything from contract reviews to compliance issues, ensuring the company stays on the right side of the law. In-house counsel are not just lawyers but strategic partners who combine legal expertise with business acumen to navigate challenges. To attract top talent, companies must offer opportunities for growth and a clear path to advancement, beyond just a competitive salary.

contracts managers

Contracts managers are essential for ensuring that every deal is watertight and in the company's best interests. This role requires sharp negotiation skills and meticulous attention to detail. To attract the best candidates, companies should offer professional development opportunities, particularly in AI and automation. The best contracts managers are not just performing tasks — they're setting the stage for business success.

compliance manager

With the regulatory environment becoming stricter, the role of compliance managers is more crucial than ever. They ensure that companies adhere to laws and regulations by creating policies, conducting audits, and training staff. A deep understanding of laws and effective communication skills are vital. Employers should look for candidates who stay up to date with regulatory policies and the legal landscape, ensuring that their compliance efforts are robust and effective.

corporate paralegals

Corporate paralegals are the backbone of the corporate legal machine, handling everything from document preparation to intricate legal research. This role demands exceptional organizational skills and a keen understanding of corporate law. To attract top talent, firms should prioritize clear career growth paths and a supportive work environment. Corporate paralegals are not just support staff — they are indispensable to the firm's success.



national salaries

tax

	entry	mid	senior
tax attorney	\$115,116 - \$131,265	\$139,013 - \$159,632	\$165,360 - \$182,930

patents

	entry	mid	senior
patent agent	\$101,782 - \$117,665	\$125,142 - \$144,002	\$148,853 - \$163,510
patent attorney	\$133,862 - \$146,432	\$152,610 - \$170,256	\$175,737 - \$296,457

compliance

	entry	mid	senior
compliance analyst	\$55,199 - \$60,447	\$63,023 - \$70,356	\$72,622 - \$80,659
compliance director	\$99,905 - \$121,816	\$133,802 - \$162,251	\$164,574 - \$199,650
compliance manager	\$86,677 - \$97,307	\$102,452 - \$116,511	\$120,598 - \$134,149

real estate

	entry	mid	senior
lease administrator	\$52,602 - \$58,242	\$60,921 - \$67,987	\$70,031 - \$77,506
real estate attorney	\$106,818 - \$124,680	\$133,228 - \$155,791	\$161,969 - \$180,413
real estate paralegal	\$56,221 - \$63,751	\$67,333 - \$76,670	\$79,215 - \$87,526

general

	entry	mid	senior
associate attorney	\$75,098 - \$115,364	\$121,941 - \$139,910	\$145,104 - \$239,563
associate general counsel	\$101,782 - \$115,364	\$121,941 - \$139,910	\$145,104 - \$269,426
commercial attorney	\$116,285 - \$131,013	\$138,155 - \$157,740	\$163,439 - \$181,452

national salaries

	entry	mid	senior
corporate paralegal	\$57,998 - \$66,475	\$70,475 - \$80,648	\$83,303 - \$91,497
docket clerk	\$34,443 - \$39,487	\$41,868 - \$47,928	\$49,513 - \$54,412
file clerk	\$35,168 - \$39,821	\$41,807 - \$45,889	\$46,836 - \$50,718
general counsel	\$141,510 - \$162,279	\$172,323 - \$199,633	\$207,465 - \$387,945
general paralegal	\$55,225 - \$62,453	\$65,882 - \$74,748	\$77,132 - \$115,765
in-house counsel	\$120,400 - \$135,630	\$143,018 - \$163,294	\$169,203 - \$254,856
legal secretary	\$53,227 - \$59,249	\$62,099 - \$69,534	\$71,655 - \$79,336
managing partner	\$140,341 - \$187,331	\$189,195 - \$252,348	\$238,844 - \$359,588

contracts

	entry	mid	senior
contract administrator	\$68,203 - \$74,431	\$77,475 - \$86,041	\$88,650 - \$97,935
contracts manager	\$89,821 - \$124,567	\$129,069 - \$142,069	\$146,182 - \$161,605

litigation

	entry	mid	senior
litigation analyst	\$50,234 - \$57,580	\$61,046 - \$69,862	\$72,162 - \$79,259
litigation attorney	\$93,573 - \$110,138	\$118,033 - \$138,598	\$144,094 - \$239,563
litigation support manager	\$91,536 - \$98,701	\$102,248 - \$112,599	\$115,923 - \$128,630

family law

	entry	mid	senior
family law paralegal	\$48,594 - \$54,953	\$57,969 - \$65,755	\$67,844 - \$74,522

employment law

	entry	mid	senior
employment attorney	\$116,883 - \$131,638	\$138,792 - \$158,402	\$164,104 - \$182,097

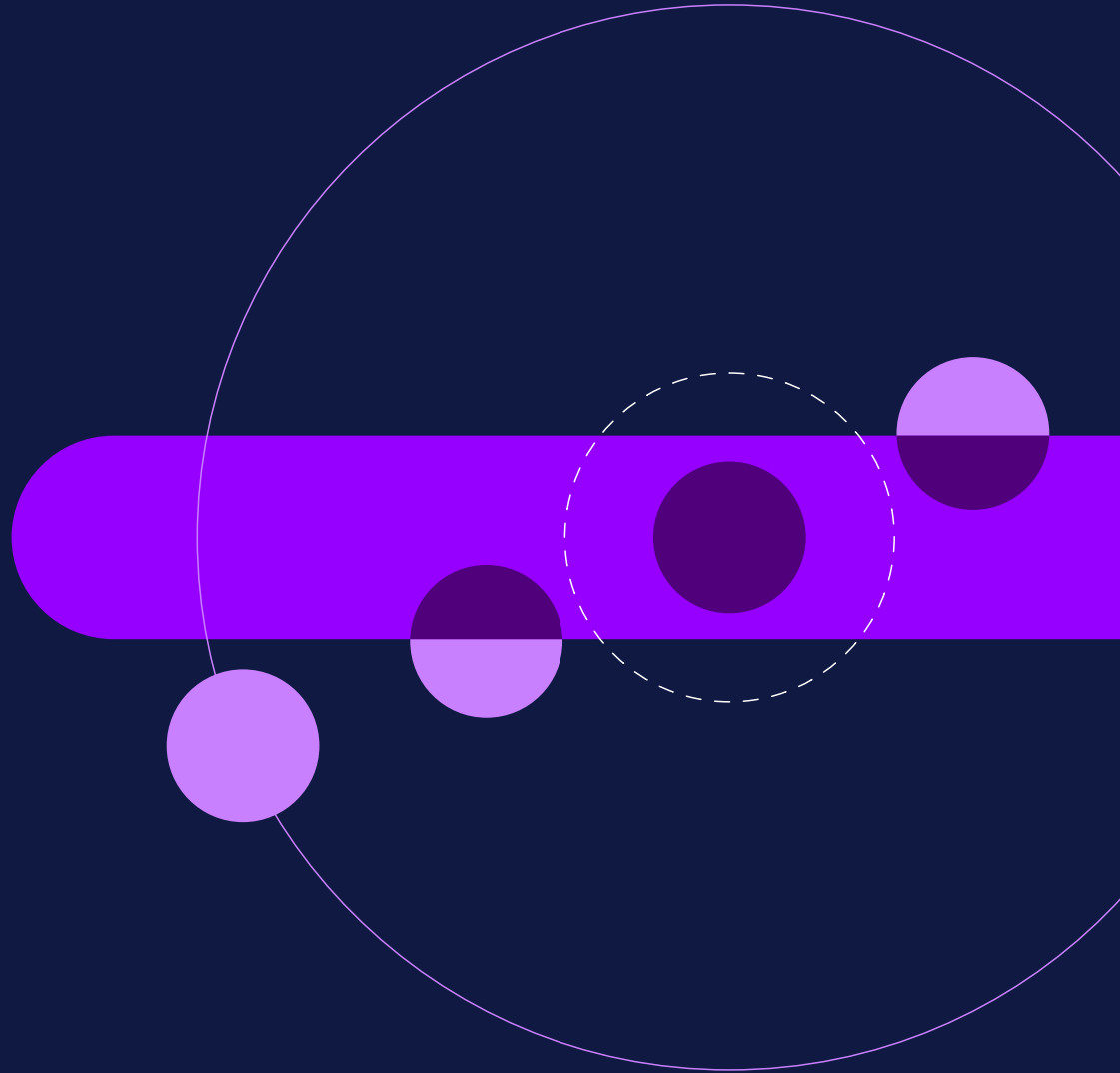
regional variance

city	variance to national AVG	city	variance to national AVG
AL: Birmingham	-0.91%	FL: West Palm Beach	5.42%
AL: Mobile	-4.31%	GA: Atlanta	4.52%
AR: Fort Smith	-14.84%	IA: Des Moines	-4.35%
AR: Little Rock	-12.99%	ID: Boise City-Nampa	-6.72%
AZ: Phoenix	-1.92%	IL: Chicago	9.35%
AZ: Tucson	-7.76%	IN: Indianapolis	-4.13%
CA: Fresno	2.76%	KS: Wichita	-11.84%
CA: Los Angeles	26.02%	KY: Lexington	-8.93%
CA: Sacramento	8.40%	KY: Louisville	-8.22%
CA: San Diego	19.65%	LA: New Orleans	-3.03%
CA: San Francisco	40.74%	MA: Boston	24.55%
CO: Denver	13.03%	MD: Baltimore	2.59%
CT: Hartford	6.81%	ME: Portland	-5.54%
DC: Washington	29.86%	MI: Detroit	2.13%
DE: Wilmington	7.13%	MI: Grand Rapids	-5.85%
FL: Fort Myers	-2.66%	MN: Minneapolis	3.64%
FL: Jacksonville	-2.67%	MO: Kansas City	-4.96%
FL: Miami	5.43%	MO: St. Louis	-4.32%
FL: Orlando	-1.35%	MS: Jackson	-10.60%
FL: Tampa	-2.60%	NC: Charlotte	4.94%

regional variance

city	variance to national AVG	city	variance to national AVG
NC: Greensboro	-3.47%	PA: Scranton-Wilkes-Barre	-9.27%
NC: Raleigh	5.84%	RI: Providence	4.93%
NE: Omaha	-7.61%	SC: Columbia	-9.21%
NH: Manchester	1.81%	SC: Greenville-Anderson	-4.95%
NJ: Newark-Union	19.56%	TN: Knoxville	-5.01%
NM: Albuquerque	-5.78%	TN: Memphis	-7.29%
NV: Las Vegas	1.10%	TN: Nashville	-0.76%
NY: Albany-Schenectady	-1.01%	TX: Austin	9.62%
NY: Buffalo	-3.22%	TX: Dallas	10.21%
NY: New York	27.53%	TX: Houston	12.51%
OH: Cincinnati	-1.32%	TX: San Antonio	-3.07%
OH: Cleveland	-3.43%	UT: Salt Lake City	0.45%
OH: Columbus	-4.44%	VA: Richmond	2.43%
OK: Oklahoma City	-10.34%	VA: Virginia Beach-Norfolk	-3.94%
OK: Tulsa	-0.92%	VT: Burlington	-4.59%
OR: Portland	2.18%	WA: Seattle	14.99%
PA: Harrisburg	-5.64%	WA: Spokane	-4.96%
PA: Philadelphia	8.41%	WI: Green Bay	-6.27%
PA: Pittsburgh	-1.63%	WI: Milwaukee	1.60%

life sciences.



In an industry driven by rapid advancements, staying ahead is essential. Personalized medicine, AI-driven drug discovery, and cutting-edge clinical trial technologies are reshaping the landscape. For life sciences companies, these aren't just trends — they're the future of the industry. To capitalize on these advancements, it's crucial to invest in the right talent and technology. AI and personalized medicine are revolutionizing research and patient care, making it imperative to have a workforce that's both innovative and adaptable. This chapter explores how these developments are impacting workforce expectations and offers insights into current salary trends for key roles.

from carbon footprint to financial reporting: the growing role of ESG

Generative AI and AI are set to shake up the life sciences industry by 2025. From research and development (R&D) to clinical trials and manufacturing, AI is fundamentally reshaping how life sciences organizations operate and innovate. This could mean a big financial boost — about \$5-7 billion for life sciences companies.

AI is changing the game in drug discovery. Take Exscientia's AI platform, for example — it's managed to develop new drug candidates in under 14 months, while the usual timeframe is around five years. Plus, it's cut costs by over 80 percent. AI also helps to fine-tune drug development, which can lower costs by up to 30 percent. This means AI is not just speeding up the process but also making it more precise and affordable.

Clinical trials are also benefiting from AI advancements. With tools like digital twins and advanced analytics, recruiting patients and designing trials is getting a lot easier. Remote monitoring tools such as wearables and telehealth are now essential for keeping patients engaged and sticking to the trial, all while cutting down on costs. Trials.ai reduced study timelines by 33 percent, and data errors by 20 percent, making trials more efficient and accurate.

This shift only means one thing — an increase in demand for professionals skilled in both AI and life sciences. Companies will look for candidates who can combine data science expertise with life sciences knowledge. Skills in AI implementation, data management, and interpreting complex datasets will be highly valued. Keeping an eye on the latest advancements and navigating ethical and regulatory issues will also be important. Companies must invest in reskilling and upskilling to help employees adapt to AI-driven changes and leverage new tools effectively.

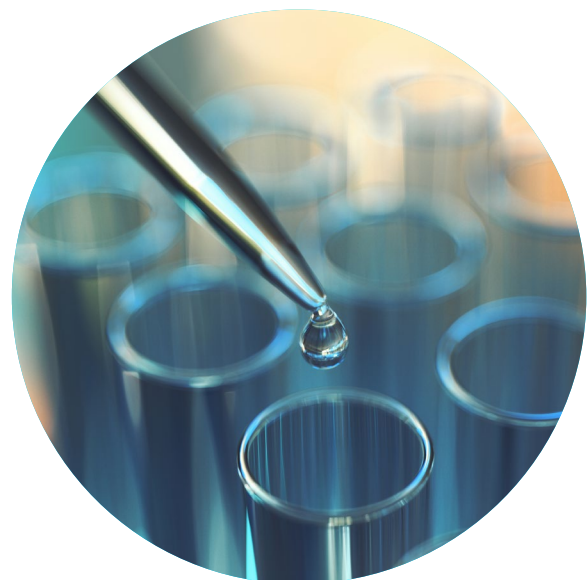
the future of life sciences: how personalized medicine is revolutionizing healthcare

As we approach 2025, the life sciences sector is at the forefront of transforming healthcare through personalized medicine. The usual one-size-fits-all approach is a thing of the past. Treatments will be tailored to each person's unique genetics, lifestyle, and environment. Thanks to technological advances, this shift is set to reshape healthcare making it more precise and effective.

The global market for personalized medicine is projected to reach \$869.5 billion by 2031, showing just how important it's becoming. This rapid growth is fueled by DNA sequencing, artificial intelligence (AI), and machine learning (ML) breakthroughs. These technologies help predict how patients may react to treatments and make it easier to develop targeted therapies.

There's a big demand for talent in personalized medicine right now. In early 2024, job postings in this field shot up by 37 percent, especially for management roles, which saw a 39 percent increase.

In the evolving landscape of life sciences, a strong skill set is crucial. Employees need to master data analysis, genetic research, and regulatory knowledge to excel. Employers are seeking individuals adept at navigating the complexities of personalized medicine, including data privacy and ethical issues. As the U.S. leads in precision medicine, staying abreast of technological advancements and regulatory changes is vital for making a meaningful impact and enhancing patient care.



top roles

clinical research associates (CRA)

CRAs are integral to the success of clinical trials, ensuring they are accurate and patient-safe. Their responsibilities include monitoring progress, ensuring compliance, and managing data collection. With the surge in clinical trials and the push for faster drug approvals, skilled CRAs are increasingly in demand. By 2025, as global research efforts expand and regulatory requirements become more stringent, companies will need to invest in retaining top CRAs through competitive salaries, career development opportunities, and flexible work arrangements.

clinical project managers (CPM)

CPMs are essential for orchestrating clinical trials, overseeing everything from planning and execution to budget management and team coordination. With the growth of pharma and biotech research and the introduction of more complex regulations, the demand for CPMs is expected to rise. To attract and retain these key professionals, companies must focus on career advancement opportunities and a supportive work environment. As clinical trials become more intricate, CPMs' ability to manage all aspects of a trial will be crucial.

pharmacovigilance/drug safety officers

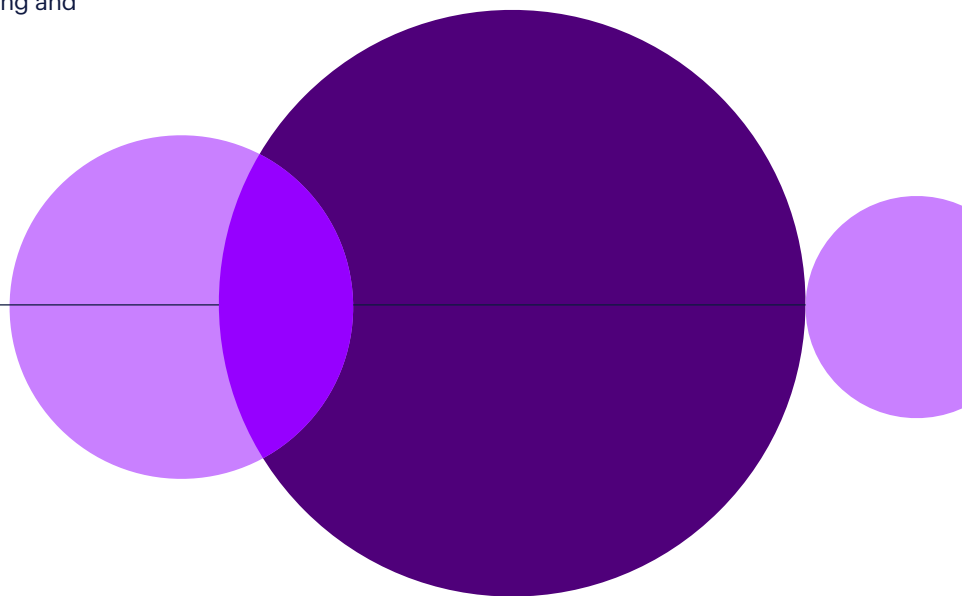
Pharmacovigilance officers monitor drug performance and safety, tracking and reporting adverse reactions. As the range of drugs and regulatory scrutiny expands, the need for these officers is growing. Employers can retain top talent by providing comprehensive training programs and clear career growth paths. Ensuring robust support and development opportunities will be key in attracting and keeping skilled professionals in this critical area.

medical monitors

Medical monitors play a vital role in ensuring clinical trials adhere to study guidelines and prioritize patient safety. They oversee clinical data and track adverse events, with increasing demand as trials become more complex. Companies should invest in retention strategies by offering career development opportunities and creating a supportive work environment to keep these essential professionals engaged and satisfied.

clinical data managers

Clinical data managers are crucial for transforming complex data into actionable insights. They build and maintain data frameworks, ensuring accuracy and regulatory compliance. As the volume of data grows and the focus on data-driven decisions intensifies, the demand for skilled data managers is on the rise. Employers should offer competitive salaries and opportunities for career advancement to attract and retain these key players in data management.



national salaries

clinical trial management and operations

	entry	mid	senior
clinical documentation specialist (ETMF)	\$64,948 - \$71,094	\$74,649 - \$82,269	\$86,382 - \$93,472
clinical outsourcing manager	\$96,330 - \$119,652	\$125,635 - \$170,404	\$178,924 - \$213,049
clinical project manager (CPM)	\$64,490 - \$89,431	\$93,903 - \$132,524	\$139,150 - \$161,775
clinical research associate (CRA)	\$67,398 - \$77,930	\$82,596 - \$103,136	\$108,293 - \$145,778
clinical trial associate (CTA)	\$56,896 - \$60,416	\$72,358 - \$76,834	\$115,225 - \$122,353
clinical trial manager (CTM)	\$98,830 - \$124,064	\$130,267 - \$175,904	\$184,699 - \$218,098
medical director	\$232,532 - \$414,102	\$434,807 - \$514,033	\$539,735 - \$582,790

formulation and drug development

	entry	mid	senior
analytical chemist	\$70,296 - \$77,352	\$81,220 - \$90,608	\$95,138 - \$103,877
cell biologist	\$46,974 - \$49,880	\$70,517 - \$74,879	\$101,800 - \$108,096
molecular biologist	\$55,328 - \$65,488	\$68,762 - \$93,441	\$95,209 - \$131,455
research assistant	\$42,563 - \$47,258	\$49,621 - \$55,848	\$58,640 - \$65,083
research associate	\$50,048 - \$53,144	\$66,720 - \$70,848	\$88,908 - \$94,408
research scientist	\$61,234 - \$65,022	\$82,613 - \$87,723	\$149,993 - \$159,271

medical writing

	entry	mid	senior
document manager	\$63,551 - \$68,057	\$71,460 - \$76,625	\$80,456 - \$85,753
editor/formatter	\$45,549 - \$48,367	\$65,447 - \$69,495	\$83,673 - \$88,849
medical writer	\$81,746 - \$97,632	\$102,514 - \$138,368	\$142,286 - \$178,497
quality control reviewer	\$37,746 - \$50,892	\$53,437 - \$73,210	\$76,871 - \$88,587

national salaries

supply chain management

	entry	mid	senior
clinical trial supply manager	\$92,150 - \$97,850	\$118,340 - \$125,660	\$155,200 - \$164,800
inventory management specialist	\$35,941 - \$48,414	\$50,835 - \$69,576	\$73,055 - \$84,165
material documentation coordinator	\$45,112 - \$54,038	\$56,740 - \$68,754	\$72,192 - \$80,764
packaging requirements specialist	\$76,095 - \$87,022	\$91,373 - \$100,866	\$105,909 - \$113,177

quality, process and validation

	entry	mid	senior
process development engineer	\$76,030 - \$89,952	\$94,450 - \$104,544	\$109,771 - \$114,677
quality assurance auditor	\$65,199 - \$81,499	\$85,574 - \$107,235	\$112,597 - \$126,108
quality assurance specialist	\$68,311 - \$78,703	\$79,315 - \$91,384	\$95,560 - \$116,953
quality control analyst	\$48,229 - \$53,644	\$56,326 - \$80,578	\$84,607 - \$98,747
quality engineer	\$72,816 - \$85,977	\$90,276 - \$100,423	\$105,444 - \$110,816

biometrics

	entry	mid	senior
biostatistician	\$84,026 - \$89,705	\$94,190 - \$125,376	\$131,645 - \$152,242
clinical data analyst	\$74,997 - \$88,768	\$93,206 - \$111,712	\$117,298 - \$131,074
clinical data manager	\$84,380 - \$89,599	\$117,414 - \$124,676	\$161,748 - \$171,753
clinical SAS programmer	\$76,659 - \$81,401	\$107,888 - \$114,562	\$155,420 - \$165,034

research and design systems

	entry	mid	senior
business analyst	\$84,743 - \$86,848	\$91,190 - \$104,736	\$109,973 - \$120,590
clinical database programmer	\$77,044 - \$102,263	\$107,376 - \$139,787	\$146,776 - \$163,953

national salaries

	entry	mid	senior
clinical systems project manager	\$96,330 - \$119,652	\$125,635 - \$170,404	\$178,924 - \$213,049
validation analyst	\$73,745 - \$88,452	\$92,875 - \$113,027	\$118,678 - \$133,115

medical and scientific affairs

	entry	mid	senior
medical affairs project manager	\$73,598 - \$90,720	\$95,256 - \$121,152	\$127,210 - \$145,253
medical information specialist	\$56,126 - \$76,692	\$80,527 - \$111,916	\$117,512 - \$136,003
medical science liaison	\$133,365 - \$151,200	\$158,760 - \$171,040	\$179,592 - \$189,067

regulatory affairs

	entry	mid	senior
regulatory advertising and promotions associate	\$46,238 - \$55,734	\$58,521 - \$72,374	\$75,993 - \$86,050
regulatory affairs CMC associate	\$88,722 - \$96,596	\$114,104 - \$125,492	\$131,767 - \$143,339
regulatory affairs labeling associate	\$61,126 - \$77,425	\$81,296 - \$103,588	\$108,767 - \$122,502
regulatory affairs operations associate	\$47,523 - \$60,840	\$63,882 - \$84,157	\$88,365 - \$101,491
regulatory affairs publishing associate	\$46,238 - \$55,734	\$58,521 - \$72,374	\$75,993 - \$86,050
regulatory affairs strategy associate	\$72,455 - \$87,816	\$92,207 - \$110,910	\$116,456 - \$128,580

drug safety/pharmacovigilance

	entry	mid	senior
drug safety physician	\$184,733 - \$195,574	\$205,353 - \$217,375	\$228,244 - \$244,921
drug safety specialist	\$64,914 - \$75,549	\$79,326 - \$90,969	\$95,517 - \$102,215
medical monitor/reviewer	\$86,747 - \$92,113	\$151,866 - \$161,260	\$191,672 - \$203,528

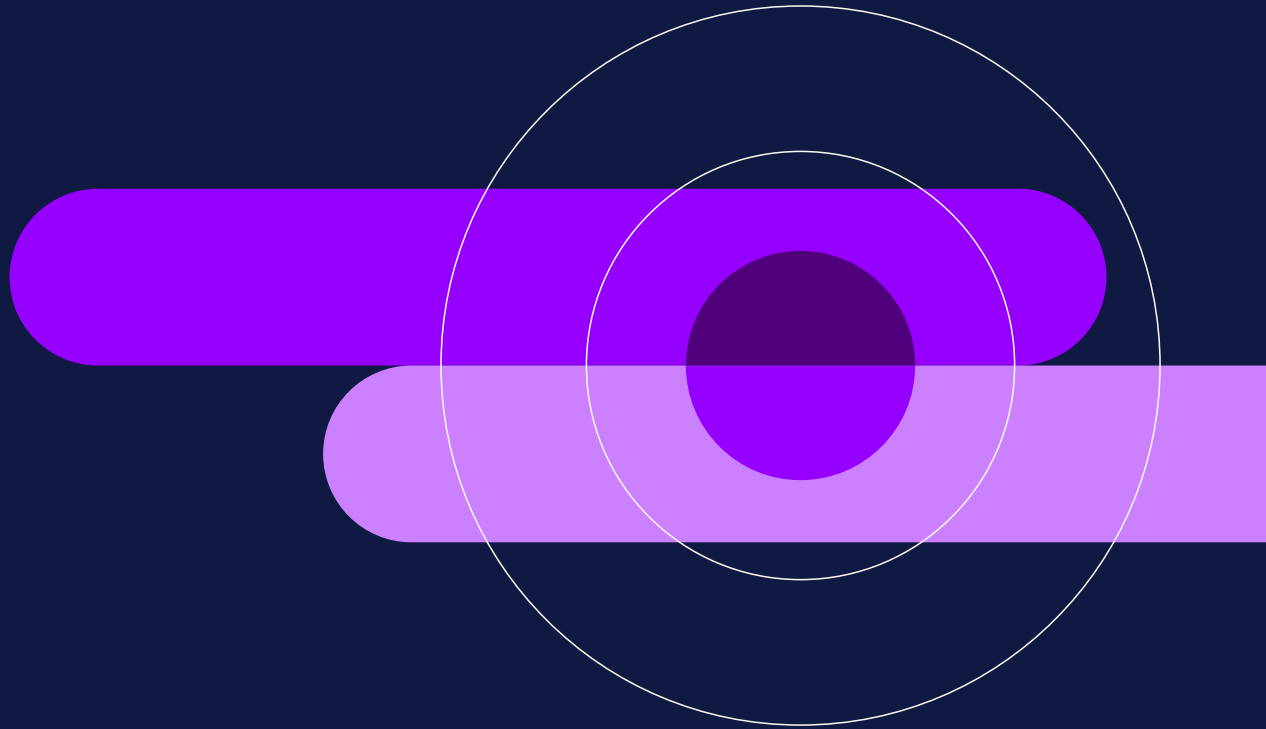
regional variance

city	variance to national AVG	city	variance to national AVG
AL: Birmingham	-3.51%	FL: West Palm Beach	0.06%
AL: Mobile	-6.66%	GA: Atlanta	1.84%
AR: Fort Smith	-14.16%	IA: Des Moines	-4.83%
AR: Little Rock	-12.57%	ID: Boise City-Nampa	-7.55%
AZ: Phoenix	-4.69%	IL: Chicago	5.06%
AZ: Tucson	-8.05%	IN: Indianapolis	-5.05%
CA: Fresno	2.64%	KS: Wichita	-9.99%
CA: Los Angeles	11.81%	KY: Lexington	-9.65%
CA: Sacramento	8.42%	KY: Louisville	-7.35%
CA: San Diego	8.52%	LA: New Orleans	-4.28%
CA: San Francisco	30.45%	MA: Boston	14.47%
CO: Denver	9.13%	MD: Baltimore	3.43%
CT: Hartford	6.10%	ME: Portland	-6.73%
DC: Washington	15.81%	MI: Detroit	0.37%
DE: Wilmington	4.34%	MI: Grand Rapids	-8.10%
FL: Fort Myers	-5.46%	MN: Minneapolis	2.91%
FL: Jacksonville	-5.46%	MO: Kansas City	-4.85%
FL: Miami	-0.02%	MO: St. Louis	-4.66%
FL: Orlando	-6.31%	MS: Jackson	-12.83%
FL: Tampa	-4.70%	NC: Charlotte	0.62%

regional variance

city	variance to national AVG	city	variance to national AVG
NC: Greensboro	-4.25%	PA: Scranton-Wilkes-Barre	-8.50%
NC: Raleigh	3.48%	RI: Providence	4.01%
NE: Omaha	-8.18%	SC: Columbia	-9.35%
NH: Manchester	0.72%	SC: Greenville-Anderson	-7.47%
NJ: Newark-Union	16.05%	TN: Knoxville	-6.74%
NM: Albuquerque	-5.41%	TN: Memphis	-6.95%
NV: Las Vegas	-0.25%	TN: Nashville	-4.53%
NY: Albany-Schenectady	-0.81%	TX: Austin	5.14%
NY: Buffalo	-3.77%	TX: Dallas	3.40%
NY: New York	19.46%	TX: Houston	6.59%
OH: Cincinnati	-1.02%	TX: San Antonio	-4.62%
OH: Cleveland	-4.46%	UT: Salt Lake City	-1.99%
OH: Columbus	-3.85%	VA: Richmond	-0.35%
OK: Oklahoma City	-10.35%	VA: Virginia Beach-Norfolk	-2.71%
OK: Tulsa	-4.88%	VT: Burlington	-3.95%
OR: Portland	1.72%	WA: Seattle	14.54%
PA: Harrisburg	-6.10%	WA: Spokane	-3.94%
PA: Philadelphia	5.74%	WI: Green Bay	-6.94%
PA: Pittsburgh	-4.98%	WI: Milwaukee	-1.53%

marketing.



In a world where change is the only constant, the marketing landscape is anything but predictable. While some semblance of pre-pandemic normalcy is around the corner, the reality is the new normal is anything but typical. With advanced AI, evolving legal frameworks, and a changing political landscape, businesses must adapt to the latest advancements in marketing strategies to stay ahead. The key to a thriving environment in marketing is flexibility. As the lines between traditional and digital marketing blur, a nimble and scalable approach will help businesses thrive.

As we cruise into 2025, the marketing world is shifting gears faster than ever. Businesses need to keep up with a whirlwind of trends and innovation. AI is revolutionizing content creation, and influencer marketing is gaining traction. But the real challenge? Attracting and retaining top talent in a landscape where hybrid work is the norm and burnout is a real concern. How to deal with it? Read on to discover ways to keep the workforce looking forward to better things.

AI and automation: no longer just the buzzword

AI and automation is reshaping the marketing realm like a freight train. According to MarketingHire, 87 percent of marketers are leveraging AI for content and predictive analytics resulting in up to a 60 percent increase in ROI. With AI in marketing expected to hit \$40 billion by 2025, now is not the time to lay low. From predicting customer behaviors to automating redundant tasks, AI and automation are the digital sidekicks businesses need to capitalize on. It's all about working smarter, not harder.

For marketers, this means learning to harness the power of AI while retaining the human touch. AI can certainly churn out content and data but creativity and strategic thinking is what will turn those insights into magic. According to MarketingHire, the top AI applications by marketers included summarizing content (44%), doing the legwork/inspiring thinking (41%), and producing content faster (30%). As routine tasks become automated, companies must invest in reskilling their workforce to handle more challenging and value-driven roles. According to Randstad's 2024 Workmonitor data, 41 percent of Gen Z workers would quit a job if they weren't offered learning and development opportunities. That number is quite telling on what employers need to brace themselves for.

influencers and content marketing: a match made in heaven?

As we approach 2025, influencer and content marketing are set to become crucial components of any successful marketing strategy. Despite some reservations, these approaches are proving to be effective tools for building brand awareness and driving engagement.

Consumers today value authenticity more than ever, so it's important for companies to partner with influencers who genuinely resonate with their target audience. It's not just about hopping on the influencer trend; it's about choosing partners whose values align with your brand and focusing on creating content that is both high-quality and relevant.

Staying updated with these trends allows employees to explore new aspects of the industry, leading to enhanced confidence and job satisfaction. This, coupled with competitive compensation and opportunities for innovation, contributes to higher employee retention. As businesses adapt to these evolving strategies, they not only strengthen their brand but also foster a more engaged and motivated workforce.

data privacy and protection: keeping it on the up and up

The marketing sector continues to be plagued with data privacy and protection concerns. According to the Association of National Advertisers (ANA), marketers must adapt to evolving regulations, which require greater transparency and more rigorous consent mechanisms for data collection and usage. Make sure your data practices are up to snuff with regulations like GDPR and CCPA. As third-party cookies face phase-out and privacy laws tighten, businesses need to invest in first-party data strategies and privacy-centric marketing technologies.

On a positive note, blockchain technology is being recognized as a game-changer for addressing privacy concerns. Businesses can leverage blockchain to enhance data security and comply with stringent privacy regulations. Being upfront with customers about how their information is handled will build trust and loyalty. It's all about keeping the door open and making sure your data practices are as clear as day.

hybrid work: the new normal

The hybrid model – part remote, part in office seems to be a win-win for flexibility and productivity, but it does come with its own set of challenges. Managing a team that's spread out could feel like you're groping around in the dark, grasping at straws. To keep your hybrid team humming, employers need to invest in effective communication tools and collaboration platforms. A strong virtual culture that emphasizes trust and transparency goes a long way in reinforcing employee trust and loyalty. The new normal also requires a re-evaluation of performance management systems to ensure all employees feel valued and included immaterial of whether they are at the office or working remotely. Businesses that invest in the right technology and provide the required support, enhance their ability to attract and retain top talent in the marketing landscape.



top roles

product managers

The marketing arena is subject to constant change, and the past year has been no different. Product managers are in great demand as they have leveled up from just overseeing product development to being the quarterbacks of customer-centric data and market dynamics. They dive deep into market data, work closely with cross-functional teams, and ensure every feature and update hits the bullseye. Employers are on the lookout for product managers with skills in data analysis, agile methodologies, and proficiency in project management tools. Those who can bridge the gap between technical development and strategic vision in emerging technologies are especially in demand.

marketing coordinators

Marketing coordinators are the air traffic controllers of marketing campaigns. From juggling calendars to orchestrating marketing symphonies, their role has grown significantly. They have become adept at using automation tools to handle redundant tasks, analyze data, and optimize campaigns. Skills in social media management and performance analytics are highly sought after, and proficiency in managing multi-channel campaigns is indispensable. Adapting to emerging technologies is a key focus, as the role will continue to emphasize seamless execution and highly optimized marketing activities.

marketing managers

Marketing managers remain crucial in the marketing sector, orchestrating the entire strategy with finesse. From setting the vision to wisely allocating budgets, they guide the brand's direction and enhance its reputation. Employers need to focus on retaining their best marketing managers by offering opportunities to work with the latest technologies, encouraging innovative ideas, and providing chances for reskilling and upskilling. Autonomy in decision-making and the ability to leverage emerging trends and technologies to drive brand growth and ROI are highly valued traits.

business development representatives

The sales landscape has evolved, and business development representatives (BDRs) now focus on personalized approaches rather than cold calling. As frontline warriors, they are responsible for spotting new business opportunities, nurturing leads, and establishing a robust sales funnel. Proficiency in CRM systems and AI tools is essential for mining data, understanding customer pain points, and tailoring effective pitches. Employers should prioritize retaining top talent by providing a data-driven environment, recognizing contributions with incentives, and offering advancement opportunities.

marketing specialists

Marketing specialists are the experts in their niches, whether it's SEO, content strategy, PPC advertising, or social media management. They lead campaigns and adjust strategies on the fly to ensure a high return on investment. Expertise in voice search optimization, augmented reality, and advanced analytics is highly prized. To maintain an edge in a rapidly changing digital landscape, companies should invest in emerging technologies like AI and AR and support specialists in upskilling. Fostering a culture of experimentation and providing career advancement opportunities will enhance employee satisfaction and retention.

national salaries

marketing

	entry	mid	senior
advertising account executive	\$59,735 - \$65,534	\$68,361 - \$76,267	\$78,650 - \$87,009
advertising coordinator	\$59,659 - \$64,170	\$66,386 - \$72,710	\$74,671 - \$81,670
advertising production supervisor	\$60,404 - \$66,155	\$68,951 - \$76,694	\$78,994 - \$86,885
art director	\$108,965 - \$116,794	\$120,703 - \$132,388	\$136,264 - \$151,683
brand manager	\$109,251 - \$117,781	\$121,968 - \$133,883	\$137,564 - \$150,602
business development representative	\$65,749 - \$71,705	\$74,624 - \$82,900	\$85,449 - \$94,671
chief marketing officer	\$154,979 - \$277,387	\$226,397 - \$404,686	\$304,778 - \$545,223
communications manager	\$88,766 - \$96,092	\$99,688 - \$109,913	\$113,062 - \$123,985
communications specialist	\$65,010 - \$73,186	\$77,121 - \$87,694	\$90,681 - \$100,125
communications vice president	\$131,228 - \$199,844	\$177,215 - \$269,660	\$228,259 - \$347,169
content specialist	\$62,333 - \$68,682	\$71,788 - \$80,522	\$83,166 - \$92,012
creative director art	\$108,965 - \$116,794	\$120,703 - \$132,388	\$136,264 - \$151,683
digital marketing manager	\$82,225 - \$89,191	\$92,617 - \$102,421	\$105,485 - \$116,782
digital marketing specialist	\$57,068 - \$62,660	\$65,380 - \$72,916	\$75,157 - \$82,859
director analytics	\$135,202 - \$174,470	\$175,879 - \$226,817	\$217,353 - \$280,194
e-commerce business analyst	\$81,573 - \$87,673	\$90,677 - \$99,318	\$102,030 - \$111,906
e-commerce marketing director	\$108,599 - \$135,437	\$136,222 - \$169,518	\$173,966 - \$216,368
e-commerce marketing manager	\$98,899 - \$106,689	\$110,536 - \$121,693	\$125,244 - \$138,666
event specialist	\$42,846 - \$48,421	\$51,109 - \$58,372	\$60,444 - \$67,103
events manager	\$66,213 - \$72,102	\$74,998 - \$83,304	\$85,905 - \$95,530
graphic designer	\$57,362 - \$63,285	\$66,132 - \$73,795	\$75,995 - \$83,626
market research analyst	\$77,253 - \$85,692	\$89,791 - \$101,127	\$104,485 - \$115,961
marketing coordinator	\$69,112 - \$75,113	\$78,050 - \$86,356	\$88,904 - \$98,067
marketing director	\$123,749 - \$139,150	\$146,576 - \$166,649	\$172,379 - \$190,809
marketing director (revenue)	\$124,197 - \$150,791	\$163,683 - \$198,803	\$205,404 - \$249,310

national salaries

	entry	mid	senior
marketing information supervisor	\$79,306 - \$85,204	\$88,114 - \$96,525	\$99,190 - \$109,206
marketing manager	\$114,607 - \$127,466	\$133,704 - \$150,875	\$155,926 - \$172,992
marketing manager content	\$63,750 - \$69,819	\$72,785 - \$81,135	\$83,679 - \$92,741
marketing media director	\$108,986 - \$157,041	\$136,703 - \$196,602	\$171,932 - \$247,036
marketing media manager	\$103,020 - \$111,134	\$115,142 - \$126,768	\$130,469 - \$144,466
marketing media supervisor	\$71,656 - \$77,605	\$80,526 - \$88,855	\$91,443 - \$100,913
marketing specialist	\$57,589 - \$63,236	\$65,981 - \$73,583	\$75,841 - \$83,584
product manager (non-technical)	\$92,133 - \$102,166	\$107,044 - \$120,561	\$124,581 - \$138,387
project manager (experience)	\$95,879 - \$106,402	\$111,504 - \$125,526	\$129,641 - \$143,487
project manager (revenue)	\$111,817 - \$139,267	\$140,089 - \$174,067	\$179,969 - \$223,537
public relations director	\$111,954 - \$157,368	\$138,587 - \$194,570	\$174,615 - \$244,906
public relations manager	\$101,145 - \$110,751	\$115,446 - \$128,658	\$132,682 - \$147,004
public relations representative	\$59,102 - \$65,495	\$68,595 - \$77,118	\$79,621 - \$88,051
senior copywriter	\$59,603 - \$66,268	\$69,481 - \$78,151	\$80,619 - \$88,524
SEO analyst	\$70,568 - \$77,861	\$81,408 - \$91,239	\$94,164 - \$104,223
social media manager	\$77,803 - \$84,526	\$87,817 - \$97,131	\$99,991 - \$110,291
social networking specialist	\$50,066 - \$63,221	\$68,807 - \$80,114	\$82,679 - \$91,816
special events manager	\$66,213 - \$72,102	\$74,998 - \$83,304	\$85,905 - \$95,530
UX designer (product designer)	\$76,804 - \$82,718	\$85,637 - \$94,084	\$96,760 - \$106,656
UX researcher	\$85,807 - \$92,837	\$96,271 - \$105,905	\$108,816 - \$118,719
vice-president marketing & sales	\$106,323 - \$193,400	\$137,424 - \$249,056	\$186,677 - \$337,864
visual designer (UI/UX)	\$74,669 - \$80,658	\$83,611 - \$92,126	\$94,810 - \$104,648
web content administrator	\$55,465 - \$60,484	\$62,943 - \$69,904	\$72,036 - \$79,477
web designer	\$72,091 - \$77,796	\$80,608 - \$88,712	\$91,263 - \$100,600
web marketing analyst	\$62,724 - \$68,096	\$70,720 - \$78,091	\$80,331 - \$88,271
web marketing manager	\$80,381 - \$86,484	\$89,490 - \$98,141	\$100,864 - \$111,012
website traffic analyst	\$72,362 - \$79,706	\$83,288 - \$93,306	\$96,328 - \$106,935

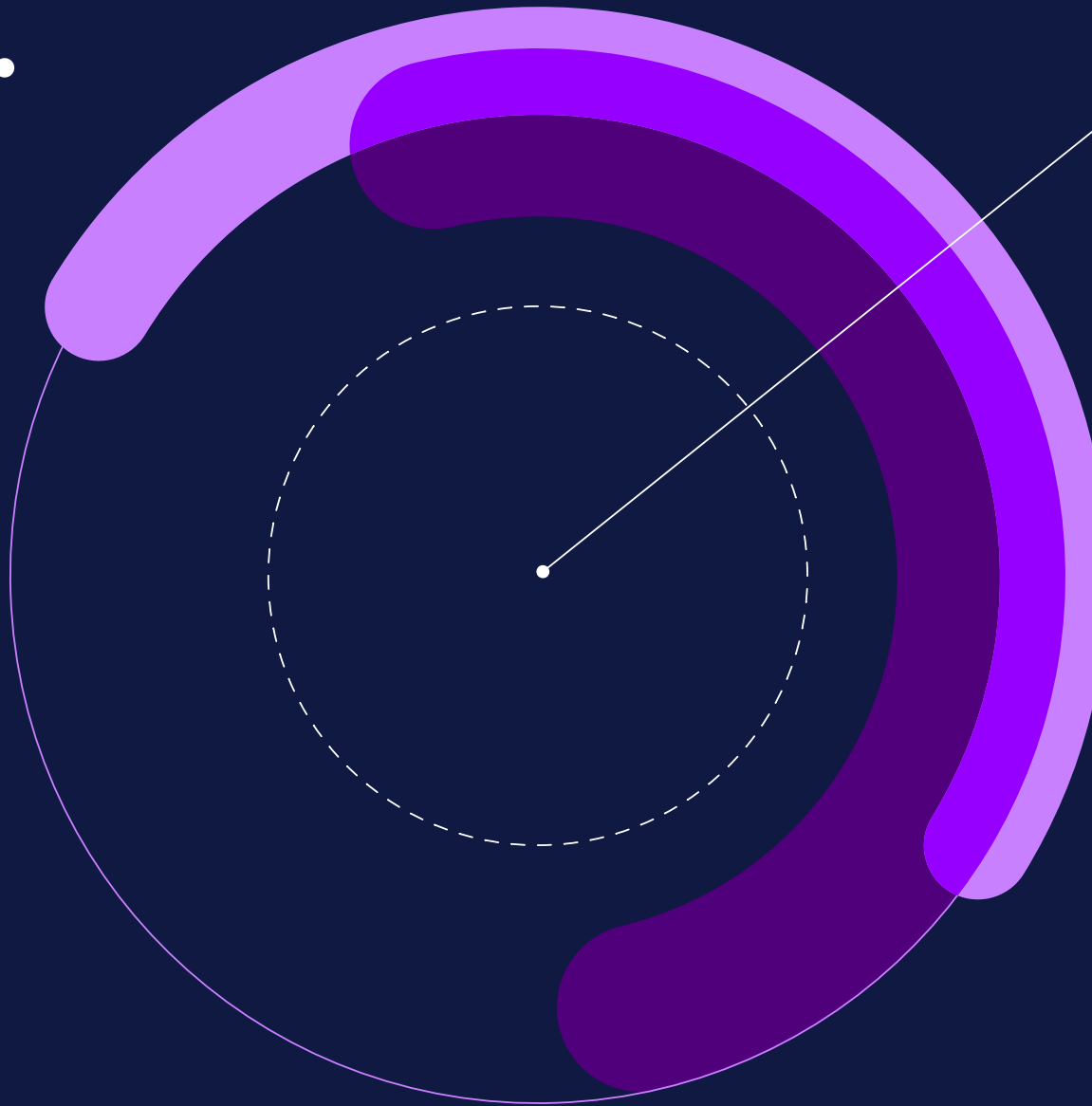
regional variance

city	variance to national AVG	city	variance to national AVG
AL: Birmingham	-0.61%	FL: West Palm Beach	3.39%
AL: Mobile	-4.99%	GA: Atlanta	5.08%
AR: Fort Smith	-14.29%	IA: Des Moines	-4.87%
AR: Little Rock	-11.98%	ID: Boise City-Nampa	-7.65%
AZ: Phoenix	-3.44%	IL: Chicago	6.46%
AZ: Tucson	-8.23%	IN: Indianapolis	-3.94%
CA: Fresno	1.34%	KS: Wichita	-9.15%
CA: Los Angeles	12.82%	KY: Lexington	-8.49%
CA: Sacramento	6.58%	KY: Louisville	-7.05%
CA: San Diego	8.25%	LA: New Orleans	-4.04%
CA: San Francisco	29.61%	MA: Boston	16.49%
CO: Denver	13.79%	MD: Baltimore	4.79%
CT: Hartford	5.60%	ME: Portland	-6.01%
DC: Washington	19.17%	MI: Detroit	2.76%
DE: Wilmington	8.06%	MI: Grand Rapids	-6.80%
FL: Fort Myers	-3.66%	MN: Minneapolis	3.77%
FL: Jacksonville	-3.35%	MO: Kansas City	-3.44%
FL: Miami	2.70%	MO: St. Louis	-3.04%
FL: Orlando	-3.70%	MS: Jackson	-11.94%
FL: Tampa	-1.76%	NC: Charlotte	5.32%

regional variance

city	variance to national AVG	city	variance to national AVG
NC: Greensboro	-0.81%	PA: Scranton-Wilkes-Barre	-7.82%
NC: Raleigh	6.09%	RI: Providence	6.70%
NE: Omaha	-8.45%	SC: Columbia	-8.75%
NH: Manchester	1.51%	SC: Greenville-Anderson	-5.97%
NJ: Newark-Union	21.54%	TN: Knoxville	-6.26%
NM: Albuquerque	-4.71%	TN: Memphis	-6.54%
NV: Las Vegas	-1.07%	TN: Nashville	-3.07%
NY: Albany-Schenectady	0.68%	TX: Austin	9.90%
NY: Buffalo	-1.75%	TX: Dallas	7.12%
NY: New York	27.81%	TX: Houston	9.75%
OH: Cincinnati	-1.05%	TX: San Antonio	-1.40%
OH: Cleveland	-2.92%	UT: Salt Lake City	-0.14%
OH: Columbus	-1.63%	VA: Richmond	3.17%
OK: Oklahoma City	-10.24%	VA: Virginia Beach-Norfolk	-0.86%
OK: Tulsa	-3.98%	VT: Burlington	-4.01%
OR: Portland	0.75%	WA: Seattle	16.87%
PA: Harrisburg	-5.32%	WA: Spokane	-4.90%
PA: Philadelphia	9.18%	WI: Green Bay	-6.34%
PA: Pittsburgh	-2.21%	WI: Milwaukee	0.55%

sales.



In 2025, sales is all about personalization and putting the buyer first. With AI and analytics leading the way, sales strategies are evolving rapidly. These tools are transforming data entry, prospecting, and email outreach, making the process smarter and more efficient. CRM platforms like Salesforce and HubSpot are revolutionizing sales by providing deep insights into social media, websites, and more. This shift is not only changing how businesses handle sales but also creating new career opportunities. Employers need to stay updated on these trends to understand how they might impact job prospects and the evolving landscape of sales roles.

can AI turn sales into a no-brainer?

AI is reshaping sales by removing guesswork and allowing teams to target their efforts with remarkable precision. By automating routine tasks, AI enables sales representatives to concentrate on what truly matters: building relationships and making strategic decisions. The result is faster sales cycles, enhanced customer satisfaction, and a significant boost in productivity and performance. AI is not just a future trend but a current reality, and employers should embrace its potential to optimize their sales strategies and team effectiveness.

- By 2025, AI will drive 95 percent of customer interactions, according to Gartner. This means almost all customer engagements will be enhanced by AI technology.
- McKinsey & Company reports a 50 percent boost in leads and appointments for companies that use AI.
- Sales operations are more efficient and cost-effective than before with AI reducing call times by 60-70 percent and cutting sales costs by 40-60 percent.
- AI improves lead conversion rates by 70 percent, as noted by the Aberdeen Group.

balancing data and human connection in sales

Yes, data and AI are transforming the sales landscape, but it's crucial to remember the value of personal touch. While AI excels at automating tasks and analyzing trends, it's the human connection that drives successful sales. AI can handle numbers and data, but genuine interactions are what ultimately close deals.

Sales teams that focus on authentic conversations and building relationships experience higher success rates. A Gartner survey highlights that combining AI with a personal touch led to a 25 percent improvement in customer satisfaction. While AI is invaluable for streamlining processes, it's essential to ensure customers feel valued through personalized engagement. In the age of data and automation, integrating human warmth into your sales strategy can make all the difference.

what it takes to win in today's market

Finding and keeping top talent in the sales world can feel like chasing shadows. With high turnover rates and the constant push for digital transformation, sales teams face a unique set of challenges. It's not just about hiring someone who can make a sale — it's about finding people who can adapt to changing tech, think strategically, and engage deeply with clients. The 2024 Randstad Workmonitor report highlights what makes a standout sales professional:

- **tech-savviness and adaptability:** Sales professionals must be adept with digital tools and adaptable to evolving technologies as companies integrate more digital solutions.
- **relationship-building:** Effective sales reps should focus on building meaningful relationships and genuinely connecting with clients, rather than just pushing products.
- **problem-solving focus:** Sales reps need to concentrate on addressing real customer issues with practical and effective solutions.
- **impact of product demonstrations:** A compelling product demo is crucial and can significantly influence the success of a sale.
- **proficiency with sales tools:** Familiarity with tools like Salesforce and LinkedIn Sales Navigator is essential for tracking sales activities and making data-driven improvements.
- **career advancement opportunities:** Providing clear pathways to senior roles is vital for retaining top talent and maintaining their motivation.

top roles

vice president of sales

The vice president of sales leads the charge in driving revenue growth and balancing targets with market realities. This role has evolved from setting goals to adapting to data trends and integrating digital strategies. To keep these leaders engaged, offer them autonomy, opportunities for strategic influence, and a role in shaping the company's future.

sales directors

Sales directors excel in bridging strategy and execution. They implement sales plans, manage daily operations, and drive team performance. As data-driven decision-making rises, look for directors who can leverage analytics to refine strategies. Retention strategies should include clear career progression, investment in leadership development, and providing resources to achieve results.

account managers

Account managers are the customer champions, handling client expectations and resolving issues efficiently. To retain these key players, offer competitive compensation, recognize their efforts in client retention, and provide tools that streamline account management and enhance job satisfaction.

sales engineers

Sales engineers are technical experts who translate complex products into accessible solutions. Hiring trends emphasize finding individuals with strong technical skills and effective communication abilities. Retain top sales engineers by offering relevant training, career development opportunities, and engaging projects that keep their skills sharp.

territory sales managers

Territory sales managers thrive on local market knowledge and must adapt to a blend of field and digital work. With the rise of remote work and online sales tools, emphasize hiring candidates who excel in both local market insights and digital proficiency. Ensure they have the resources and support to analyze regional data and strategize effectively.



national salaries

sales

	entry	mid	senior
account manager	\$95,467 - \$103,620	\$107,615 - \$118,957	\$122,456 - \$135,136
account manager sales	\$95,467 - \$103,620	\$107,615 - \$118,957	\$122,456 - \$135,136
account manager technical	\$98,233 - \$106,602	\$110,707 - \$122,385	\$126,000 - \$139,163
advertising sales representative	\$64,394 - \$68,255	\$70,171 - \$75,809	\$77,641 - \$84,826
area sales manager	\$102,149 - \$112,137	\$117,026 - \$130,853	\$135,095 - \$150,350
chief revenue officer	\$153,302 - \$219,974	\$207,083 - \$297,105	\$261,383 - \$375,182
district sales manager	\$102,149 - \$112,137	\$117,026 - \$130,853	\$135,095 - \$150,350
field sales representative	\$63,253 - \$67,686	\$69,861 - \$76,074	\$78,018 - \$85,376
field sales supervisor	\$95,090 - \$104,336	\$108,841 - \$121,404	\$125,177 - \$138,333
inside sales consultant	\$56,238 - \$59,235	\$60,751 - \$65,432	\$67,045 - \$73,674
inside sales manager	\$88,332 - \$96,476	\$100,442 - \$111,477	\$114,781 - \$126,247
inside sales representative	\$54,521 - \$58,306	\$60,170 - \$65,541	\$67,242 - \$73,752
international sales manager	\$114,730 - \$127,168	\$133,214 - \$149,956	\$154,929 - \$171,982
key accounts sales manager	\$107,672 - \$116,883	\$121,395 - \$134,177	\$138,110 - \$152,305
manager inside sales	\$88,332 - \$96,476	\$100,442 - \$111,477	\$114,781 - \$126,247
media sales consultant	\$64,659 - \$68,433	\$70,316 - \$75,935	\$77,796 - \$85,197
national sales manager (revenue)	\$116,618 - \$143,336	\$144,166 - \$177,203	\$175,480 - \$215,561
sales director	\$121,915 - \$157,317	\$150,754 - \$194,357	\$186,074 - \$239,818
sales engineer	\$92,696 - \$98,907	\$101,972 - \$110,829	\$113,625 - \$123,803
sales engineering manager	\$103,965 - \$111,658	\$115,445 - \$126,295	\$129,678 - \$141,695
sales manager	\$80,801 - \$88,289	\$91,928 - \$102,004	\$104,996 - \$115,253
sales representative	\$56,240 - \$60,263	\$62,232 - \$67,810	\$69,536 - \$76,003
sales representative (key accounts)	\$91,567 - \$99,270	\$103,059 - \$113,913	\$117,309 - \$129,851
sales representative computer software	\$65,340 - \$68,873	\$70,647 - \$76,021	\$77,831 - \$85,145
sales representative hardware	\$58,820 - \$62,349	\$64,100 - \$69,243	\$70,912 - \$77,445

national salaries

	entry	mid	senior
sales representative manufacturer's	\$64,001 - \$68,441	\$70,604 - \$76,658	\$78,501 - \$85,295
sales representative pharmaceutical	\$84,040 - \$95,713	\$101,221 - \$115,220	\$118,870 - \$130,112
sales representative telecommunications	\$64,761 - \$68,691	\$70,628 - \$76,233	\$78,016 - \$84,871
sales representative wholesale	\$57,231 - \$61,625	\$63,752 - \$69,589	\$71,314 - \$77,496
technical sales representative	\$68,721 - \$74,162	\$76,816 - \$84,248	\$86,494 - \$94,392
territory sales manager	\$102,149 - \$112,137	\$117,026 - \$130,853	\$135,095 - \$150,350
vice president sales	\$137,303 - \$177,064	\$169,664 - \$218,672	\$208,757 - \$269,063

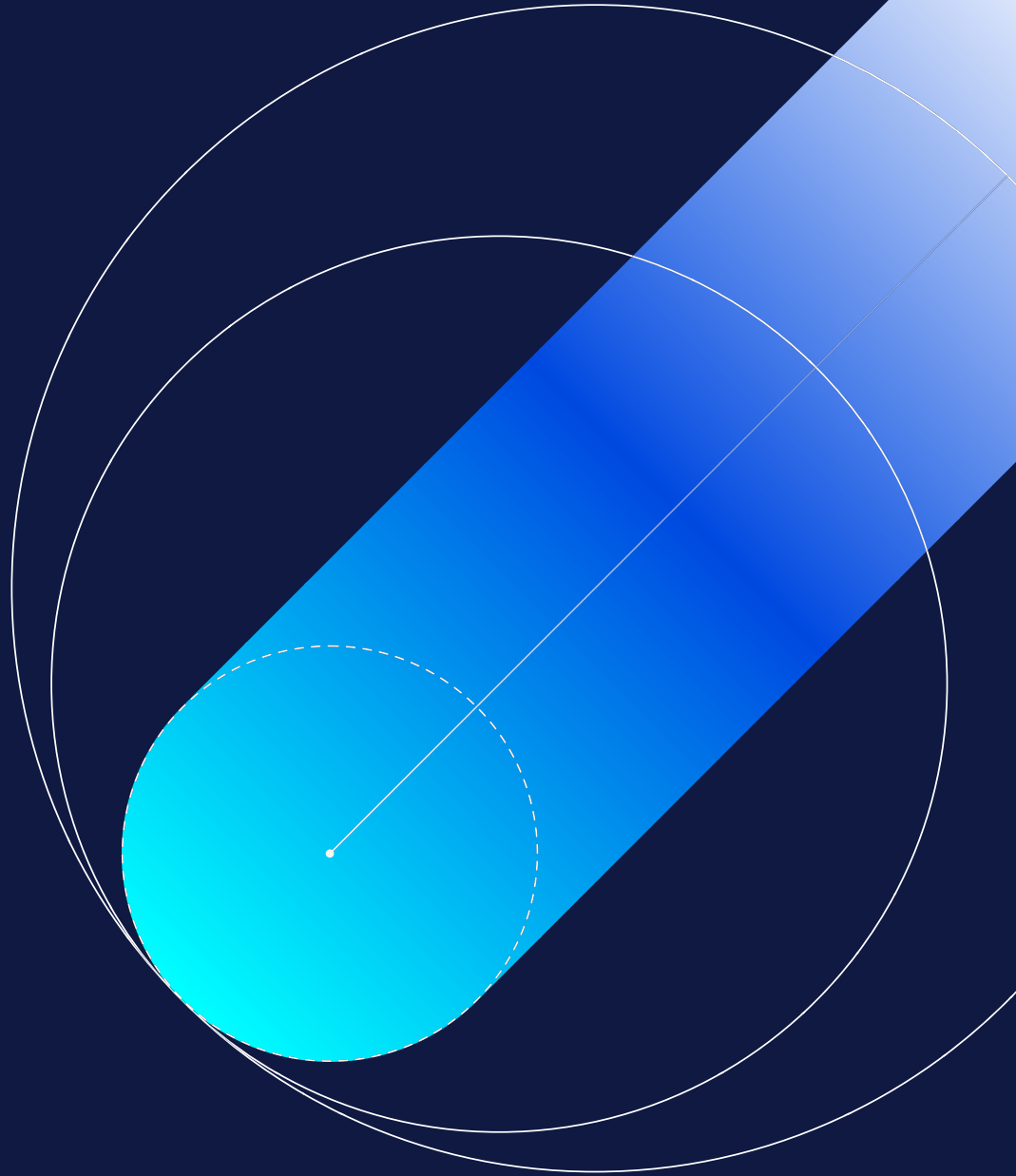
regional variance

city	variance to national AVG	city	variance to national AVG
AL: Birmingham	1.15%	FL: West Palm Beach	4.30%
AL: Mobile	-3.50%	GA: Atlanta	5.14%
AR: Fort Smith	-12.64%	IA: Des Moines	-3.02%
AR: Little Rock	-10.18%	ID: Boise City-Nampa	-5.98%
AZ: Phoenix	-3.03%	IL: Chicago	6.90%
AZ: Tucson	-8.09%	IN: Indianapolis	-0.64%
CA: Fresno	3.54%	KS: Wichita	-6.92%
CA: Los Angeles	11.18%	KY: Lexington	-7.41%
CA: Sacramento	7.37%	KY: Louisville	-5.51%
CA: San Diego	7.89%	LA: New Orleans	-3.12%
CA: San Francisco	29.48%	MA: Boston	17.35%
CO: Denver	14.57%	MD: Baltimore	5.07%
CT: Hartford	5.94%	ME: Portland	-4.49%
DC: Washington	17.89%	MI: Detroit	4.11%
DE: Wilmington	9.07%	MI: Grand Rapids	-3.93%
FL: Fort Myers	-1.64%	MN: Minneapolis	5.50%
FL: Jacksonville	-2.22%	MO: Kansas City	-2.17%
FL: Miami	3.62%	MO: St. Louis	-2.25%
FL: Orlando	-3.22%	MS: Jackson	-9.51%
FL: Tampa	-0.59%	NC: Charlotte	6.92%

regional variance

city	variance to national AVG	city	variance to national AVG
NC: Greensboro	0.87%	PA: Scranton-Wilkes-Barre	-6.25%
NC: Raleigh	6.80%	RI: Providence	7.73%
NE: Omaha	-7.74%	SC: Columbia	-7.70%
NH: Manchester	3.65%	SC: Greenville-Anderson	-5.35%
NJ: Newark-Union	23.78%	TN: Knoxville	-5.56%
NM: Albuquerque	-4.39%	TN: Memphis	-4.43%
NV: Las Vegas	-0.05%	TN: Nashville	-1.80%
NY: Albany-Schenectady	2.97%	TX: Austin	10.03%
NY: Buffalo	-0.43%	TX: Dallas	7.52%
NY: New York	30.30%	TX: Houston	9.89%
OH: Cincinnati	0.64%	TX: San Antonio	-0.85%
OH: Cleveland	-1.96%	UT: Salt Lake City	0.27%
OH: Columbus	-1.23%	VA: Richmond	4.63%
OK: Oklahoma City	-8.89%	VA: Virginia Beach-Norfolk	-0.20%
OK: Tulsa	-2.58%	VT: Burlington	-2.63%
OR: Portland	1.47%	WA: Seattle	15.42%
PA: Harrisburg	-3.33%	WA: Spokane	-3.24%
PA: Philadelphia	10.31%	WI: Green Bay	-3.31%
PA: Pittsburgh	-0.44%	WI: Milwaukee	3.31%

technologies.



As your digital enablement partner, we apply our talent-first approach to accelerate your digital journey, helping you unleash your potential and unlock unseen opportunities.

trends in the tech sector

digital transformation and legacy system modernization: from ambition to achievement

Digital transformation is rapidly becoming essential for companies aiming to drive growth. However, navigating this journey can be challenging. As highlighted by research, despite an estimated \$1.3 trillion invested in digital transformation initiatives, 70 percent of these efforts are expected to fall short of their goals.

A major challenge lies in modernizing legacy systems. Integrating new technologies with outdated systems can create significant obstacles, including compatibility issues and disruptions to business operations. Companies must approach digital transformation holistically, addressing not only the adoption of new technologies but also the modernization of legacy systems to ensure seamless integration.

Achieving digital transformation requires overcoming these hidden complexities. Businesses need to develop clear roadmaps, foster a culture of innovation, and ensure that all stakeholders are committed to the transformation process. By addressing both digital and legacy system challenges, organizations can turn ambitious plans into successful, sustainable outcomes.

navigating economic uncertainty: strategies for resilience and growth

The tech industry, once synonymous with job security, is now facing significant upheaval. In 2024 alone, over 100,000 tech jobs have been cut, with many tech giants citing economic uncertainty and the rise of artificial intelligence as key factors behind these layoffs. During such periods of economic flux, organizations should closely examine their talent strategies. It is crucial to assess the skills needed for future growth and to develop flexible recruitment and retention strategies to remain competitive.

As businesses focus on maintaining efficiency, it is important that these efforts support long-term innovation and adaptability. While streamlining operations and building cash reserves is crucial, companies should also seize opportunities for expansion and revenue growth. Maintaining a balanced approach that includes exploring adjacent and new markets can help safeguard against losing competitive advantage. Emphasizing talent optimization and preparing for future skill needs will position organizations to navigate economic uncertainty and capitalize on emerging opportunities in AI and tech-related fields.





skills-based hiring: finding the perfect balance

The pervasive talent gaps and skills shortages are critical issues, with 52 percent of CEOs identifying them as the biggest barriers to profitability. According to the Deloitte AI Institute's Generative AI and the Future of Work report, the rise of generative AI is set to accelerate the shift towards skills-based hiring.

In the past year, there has been a notable shift in hiring practices. Organizations are increasingly moving away from the "paper ceiling" of mandatory college degrees and adopting skills-based hiring. This shift does not imply that college degrees are no longer important; rather, employers need to evaluate the necessity of degrees on a role-by-role basis, balancing practical skills with educational requirements.

Leading companies like Google, Delta Airlines, Accenture, and Zoho are at the forefront of this transformation. They are removing degree requirements to access a broader talent pool, including Skilled Through Alternative Routes (STARs), such as veterans and underrepresented groups. By focusing on practical skills and in-house training programs, these companies are enhancing their ability to find and develop the talent they need.

Adopting a skills-first approach will be crucial for preparing workforces for new roles and responsibilities as digital transformation strategies continue to evolve.

AI integration and upskilling: mastering the future of work

Generative AI is rapidly advancing from experimental phases to mainstream adoption, with 31 percent of businesses already fully automating key functions using generative AI and machine learning. This technological shift underscores the need for upskilling and reskilling to keep pace with evolving job requirements.

As generative AI gains traction, about a quarter of companies are actively scaling its use, driven by its potential to enhance efficiency. The rise of generative AI necessitates a strategic approach to upskilling and reskilling, ensuring that employees are equipped with the skills needed to thrive in a landscape increasingly influenced by AI.

To support this transition, businesses must invest in training programs that focus on developing skills relevant to new AI-driven roles. A comprehensive strategy will involve continuous learning and adaptation, aligning workforce capabilities with the rapid advancements in technology.

top roles

software engineers

Software engineers remain the backbone of the tech industry, tasked with designing, developing, and optimizing software solutions that drive innovation across various sectors. Despite economic fluctuations and headlines about workforce reductions in 2023, the job market outlook for software engineers is positive, with the [Bureau of Labor Statistics \(BLS\) projecting a 25% increase in employment from 2022–2032](#). This role is not just about coding; it's about problem-solving, understanding user needs, and ensuring that software systems are efficient, scalable, and secure. With companies across North America continuing to invest in digital transformation, the need for talented software engineers is as high as ever, particularly in tech hubs like Silicon Valley, Seattle, and Austin.

data analysts

In an era where data drives decision-making, data analysts have become indispensable. These professionals are the detectives of the digital age, sifting through vast amounts of information to uncover insights that can propel businesses forward. As organizations increasingly recognize the value of data-driven strategies, the demand for data analysts has surged. This role is particularly sought after in industries like finance, healthcare, and retail, where data plays a crucial role in shaping customer experiences and optimizing operations. Whether it's in New York, Toronto, or Chicago, data analysts are finding abundant opportunities to apply their skills and influence business outcomes.

data scientists

[Employment growth for data scientists is expected to stem from an increased demand for data-driven decisions](#). They are the architects behind predictive models and machine learning algorithms that help companies stay ahead of the competition. With AI and machine learning becoming integral to business strategies, the demand for data scientists is skyrocketing. [Employment of data scientists is projected to grow 35 percent from 2022 to 2032, much faster than the average for all occupations](#). Cities like Boston, San Francisco, and Vancouver are hotbeds for this talent, as companies seek to leverage advanced analytics to drive innovation and growth.

data engineers

Data engineers are the unsung heroes of the data ecosystem. They build the pipelines that transport data from one system to another, ensuring that data is clean, reliable, and accessible for analysis. With the explosion of big data, the role of data engineers has become critical. They work closely with data scientists and analysts to ensure that the infrastructure supporting data-driven projects is robust and scalable. Demand for data engineers is particularly strong in sectors like finance, healthcare, and e-commerce, where the ability to process and analyze large volumes of data is a competitive advantage. Key markets for data engineers include major tech cities like San Francisco, Toronto, and Boston.

software developers

The role of a software developer is central to creating the applications and systems that power modern life. [Overall employment of software developers is projected to grow 25 percent from 2022 to 2032, much faster than the average for all occupations](#). From mobile apps to enterprise software, developers are the creative minds behind the technology that we use every day. The versatility of software developers makes them invaluable across industries, and their ability to adapt to new languages and frameworks keeps them in high demand. Skills in Java, Python, and cloud technologies are especially sought after. While the competition for top talent remains fierce in cities like New York, Austin, and Seattle, opportunities abound for developers across North America, making it one of the most dynamic and rewarding careers in the tech industry.



national salaries

functional areas

	entry	mid	senior
agile coach	\$98,366 - \$111,845	\$118,262 - \$135,040	\$139,637 - \$154,739
architect (solutions/technical)	\$110,952 - \$119,995	\$124,417 - \$136,847	\$140,616 - \$153,522
business analyst	\$78,314 - \$84,743	\$87,900 - \$96,900	\$99,686 - \$109,603
computer help desk supervisor	\$76,814 - \$83,455	\$86,719 - \$96,075	\$99,019 - \$110,214
CTO	\$127,944 - \$228,690	\$191,137 - \$341,137	\$266,022 - \$474,821
data analyst	\$78,201 - \$86,211	\$90,113 - \$100,967	\$104,201 - \$114,924
enterprise architect	\$106,110 - \$116,354	\$121,343 - \$135,297	\$139,539 - \$155,159
help desk analyst	\$52,999 - \$58,341	\$60,920 - \$67,941	\$69,994 - \$77,255
instructional designer	\$57,847 - \$64,176	\$67,248 - \$75,698	\$78,169 - \$86,058
IT auditor	\$73,922 - \$80,616	\$83,909 - \$93,336	\$96,267 - \$106,540
IT governance	\$57,362 - \$60,920	\$66,132 - \$71,816	\$75,995 - \$82,394
IT manager	\$95,825 - \$102,329	\$105,565 - \$115,134	\$118,262 - \$130,418
manager organizational development	\$83,984 - \$93,302	\$97,900 - \$111,166	\$115,337 - \$130,242
manager program/project management office	\$104,938 - \$115,897	\$121,205 - \$135,745	\$139,988 - \$154,147
performance engineer (QA)	\$76,810 - \$86,403	\$91,069 - \$103,959	\$107,747 - \$119,610
product manager	\$101,018 - \$112,006	\$117,351 - \$132,176	\$136,591 - \$151,796
program manager	\$85,400 - \$94,401	\$98,741 - \$110,536	\$113,974 - \$126,095
project coordinator	\$41,959 - \$46,256	\$48,354 - \$54,240	\$56,024 - \$62,330
project manager (software)	\$111,188 - \$120,091	\$124,462 - \$136,931	\$140,805 - \$154,991
project manager ERP	\$120,920 - \$131,797	\$137,138 - \$152,375	\$157,111 - \$174,456
project manager infrastructure	\$106,346 - \$112,781	\$115,985 - \$125,489	\$128,607 - \$140,754
quality assurance analyst - manual	\$75,757 - \$83,109	\$86,682 - \$96,568	\$99,500 - \$109,533
quality assurance manager	\$96,816 - \$103,637	\$106,997 - \$116,657	\$119,689 - \$130,728
quality assurance programmer	\$77,843 - \$84,930	\$88,380 - \$97,978	\$100,849 - \$110,804
scrum master	\$89,498 - \$97,294	\$101,111 - \$111,930	\$115,284 - \$127,861

national salaries

	entry	mid	senior
SOA architect	\$102,126 - \$115,377	\$121,735 - \$138,652	\$143,351 - \$157,763
tech support	\$65,490 - \$71,691	\$74,694 - \$82,964	\$85,422 - \$94,271
technical writer	\$68,067 - \$75,591	\$79,231 - \$89,169	\$92,055 - \$101,601

data

	entry	mid	senior
BI architect	\$96,346 - \$105,043	\$109,312 - \$121,447	\$125,183 - \$138,128
big data engineer	\$100,539 - \$108,492	\$112,410 - \$123,683	\$127,223 - \$140,132
business intelligence analyst	\$87,901 - \$94,536	\$97,807 - \$107,220	\$110,175 - \$120,810
business intelligence developer	\$84,849 - \$91,795	\$95,187 - \$104,697	\$107,566 - \$117,308
data architect	\$87,807 - \$96,740	\$101,099 - \$113,284	\$116,945 - \$129,269
data engineer	\$82,394 - \$90,826	\$94,935 - \$106,373	\$109,785 - \$121,120
data scientist	\$94,846 - \$105,133	\$110,131 - \$123,925	\$127,981 - \$141,082
data warehouse developer	\$83,183 - \$91,546	\$95,628 - \$107,046	\$110,479 - \$122,057
database administrator	\$82,388 - \$92,624	\$97,559 - \$110,902	\$114,712 - \$126,969
ETL developer	\$76,925 - \$83,273	\$86,370 - \$95,027	\$97,626 - \$106,372
hadoop developer	\$87,938 - \$96,345	\$100,431 - \$111,738	\$115,093 - \$126,580
oracle database administrator	\$82,615 - \$92,761	\$97,662 - \$110,989	\$114,830 - \$127,392
oracle developer	\$93,566 - \$102,152	\$106,297 - \$117,541	\$120,770 - \$131,263
software architect	\$111,033 - \$120,063	\$124,481 - \$136,921	\$140,702 - \$153,716
SQL database developer	\$71,816 - \$79,103	\$82,662 - \$92,631	\$95,636 - \$105,821

enterprise software

	entry	mid	senior
application support analyst	\$64,121 - \$71,766	\$75,339 - \$84,320	\$86,758 - \$95,259
business systems analyst	\$84,476 - \$92,661	\$96,656 - \$107,859	\$111,251 - \$123,226

national salaries

enterprise software

	entry	mid	senior
application support analyst	\$64,121 - \$71,766	\$75,339 - \$84,320	\$86,758 - \$95,259
business systems analyst	\$84,476 - \$92,661	\$96,656 - \$107,859	\$111,251 - \$123,226
controls engineer	\$65,147 - \$70,749	\$73,490 - \$81,222	\$83,587 - \$92,052
pega developer	\$86,190 - \$93,005	\$96,352 - \$105,894	\$108,849 - \$119,373
requested role: ERP developer	\$84,173 - \$90,599	\$93,771 - \$102,943	\$105,846 - \$116,562
salesforce administrator	\$62,176 - \$70,046	\$73,841 - \$84,105	\$87,037 - \$96,483
salesforce architect	\$141,884 - \$180,182	\$191,625 - \$215,382	\$235,382 - \$255,207
salesforce developer	\$86,170 - \$93,067	\$96,438 - \$105,904	\$108,769 - \$118,548
SAP ABAP developer	\$95,841 - \$102,707	\$106,069 - \$115,569	\$118,472 - \$128,556
SAP developer	\$95,841 - \$102,707	\$106,069 - \$115,569	\$118,472 - \$128,556
servicenow admin	\$89,612 - \$99,481	\$104,252 - \$117,259	\$121,024 - \$133,423
servicenow developer	\$109,120 - \$118,638	\$123,277 - \$136,198	\$140,055 - \$152,895
servicenow project / program manager	\$109,120 - \$118,638	\$123,277 - \$136,198	\$140,055 - \$152,895
sharepoint administrator	\$76,516 - \$83,750	\$87,312 - \$97,561	\$100,787 - \$112,800
sharepoint developer	\$88,255 - \$96,397	\$100,360 - \$111,384	\$114,682 - \$126,110
software development manager	\$108,513 - \$116,584	\$120,551 - \$131,883	\$135,405 - \$148,015

software development

	entry	mid	senior
.net/c# developer	\$89,428 - \$96,578	\$100,088 - \$110,081	\$113,170 - \$124,126
applications architect	\$104,162 - \$114,400	\$119,369 - \$133,078	\$137,124 - \$150,866
aws developer	\$94,703 - \$105,587	\$110,833 - \$124,982	\$129,008 - \$141,884
azure developer / engineer	\$94,703 - \$105,587	\$110,833 - \$124,982	\$129,008 - \$141,884
build and release engineer/configuration engineer	\$70,160 - \$77,497	\$81,050 - \$90,783	\$93,623 - \$103,100
c++/ embedded software engineer	\$88,695 - \$95,666	\$99,089 - \$108,837	\$111,852 - \$122,562

national salaries

	entry	mid	senior
devops - development	\$79,919 - \$88,533	\$92,737 - \$104,482	\$107,997 - \$119,480
devops - infrastructure	\$102,126 - \$115,377	\$121,735 - \$138,652	\$143,351 - \$157,763
director of development/engineering	\$135,195 - \$191,625	\$180,182 - \$255,207	\$235,382 - \$333,255
embedded software engineer	\$89,612 - \$99,481	\$104,252 - \$117,259	\$121,024 - \$133,423
firmware engineer	\$86,822 - \$95,968	\$100,429 - \$112,874	\$116,600 - \$129,073
front end developer	\$81,314 - \$89,078	\$92,866 - \$103,470	\$106,673 - \$117,941
full stack developer	\$98,110 - \$107,421	\$111,951 - \$124,526	\$128,275 - \$141,211
golang/ go swe	\$55,362 - \$65,411	\$67,113 - \$78,884	\$81,050 - \$84,739
graphic designer	\$57,362 - \$63,285	\$66,132 - \$73,795	\$75,995 - \$83,626
java developer	\$86,486 - \$93,408	\$96,805 - \$106,464	\$109,444 - \$119,981
machine learning developer	\$93,643 - \$116,182	\$125,813 - \$145,716	\$150,364 - \$165,943
mobile applications developer	\$79,157 - \$100,798	\$109,951 - \$128,255	\$132,334 - \$146,044
PHP programmer	\$75,444 - \$83,044	\$86,711 - \$96,636	\$99,476 - \$108,649
PLC programmer	\$64,632 - \$71,169	\$74,325 - \$82,922	\$85,439 - \$94,350
python developer	\$96,321 - \$104,946	\$109,109 - \$120,388	\$123,621 - \$134,095
quality assurance analyst - automation	\$86,486 - \$93,408	\$96,805 - \$106,464	\$109,444 - \$119,981
react developer	\$94,703 - \$105,587	\$110,833 - \$124,982	\$129,008 - \$141,884
RPA developer	\$61,395 - \$67,532	\$70,496 - \$78,540	\$80,853 - \$88,384
ruby developer	\$93,871 - \$102,148	\$106,201 - \$117,669	\$121,191 - \$133,872
snowflake developer / engineer	\$94,703 - \$105,587	\$110,833 - \$124,982	\$129,008 - \$141,884
software test engineer	\$75,042 - \$82,878	\$86,674 - \$97,090	\$100,136 - \$110,340
software/back-end engineer	\$82,035 - \$92,554	\$97,614 - \$111,183	\$115,004 - \$127,015
UI/UX designer	\$81,496 - \$87,819	\$90,913 - \$99,624	\$102,272 - \$111,384

national salaries

infrastructure

	entry	mid	senior
cloud architect	\$109,120 - \$118,638	\$123,277 - \$136,198	\$140,055 - \$152,895
cloud consultant	\$86,550 - \$93,447	\$96,818 - \$106,286	\$109,151 - \$118,935
cloud engineer	\$94,703 - \$105,587	\$110,833 - \$124,982	\$129,008 - \$141,884
desktop support technician	\$49,084 - \$53,870	\$56,202 - \$62,706	\$64,660 - \$71,473
electrical design engineer	\$79,624 - \$88,867	\$93,393 - \$106,165	\$110,051 - \$123,200
linux engineer	\$86,112 - \$96,177	\$101,032 - \$114,171	\$117,928 - \$130,052
linux/unix administrator	\$94,841 - \$102,823	\$106,749 - \$117,994	\$121,502 - \$134,145
network administrator	\$75,135 - \$82,922	\$86,704 - \$97,162	\$100,260 - \$110,842
network engineer	\$82,903 - \$90,787	\$94,658 - \$105,665	\$109,056 - \$120,825
site reliability engineer	\$86,073 - \$96,144	\$101,007 - \$114,195	\$117,982 - \$130,285
storage administrator	\$81,375 - \$89,114	\$92,906 - \$103,638	\$106,926 - \$118,407
systems administrator	\$75,071 - \$81,058	\$84,013 - \$92,559	\$95,264 - \$105,254
unix engineer	\$86,344 - \$94,267	\$98,155 - \$109,202	\$112,596 - \$124,197
windows engineer	\$74,528 - \$82,290	\$86,054 - \$96,407	\$99,447 - \$109,698

emerging technologies

	entry	mid	senior
AI specialist	\$90,700 - \$101,048	\$106,002 - \$119,178	\$122,891 - \$135,501
AR/VR designer	\$77,661 - \$83,739	\$86,735 - \$95,367	\$98,084 - \$108,030
artificial intelligence engineer	\$93,793 - \$104,311	\$109,352 - \$122,791	\$126,593 - \$139,568
augmented reality designer	\$77,661 - \$83,739	\$86,735 - \$95,367	\$98,084 - \$108,030
blockchain developer	\$94,077 - \$112,239	\$120,537 - \$139,985	\$144,724 - \$159,762
game designer	\$81,580 - \$88,106	\$91,290 - \$100,180	\$102,846 - \$111,794
virtual reality designer	\$77,661 - \$83,739	\$86,735 - \$95,367	\$98,084 - \$108,030

national salaries

security

	entry	mid	senior
cyber security analyst	\$89,377 - \$96,201	\$99,537 - \$108,915	\$111,757 - \$121,485
cyber security engineer	\$102,855 - \$111,334	\$115,468 - \$126,990	\$130,434 - \$141,926
ethical hacker	\$87,607 - \$95,771	\$99,726 - \$110,572	\$113,743 - \$124,352
identity and access mgmt engineer	\$99,419 - \$107,608	\$111,602 - \$122,743	\$126,080 - \$137,243
information security engineer	\$94,163 - \$103,794	\$108,488 - \$121,555	\$125,455 - \$138,418
information security manager	\$111,424 - \$123,453	\$129,303 - \$145,522	\$150,349 - \$166,950
information security specialist	\$63,940 - \$70,191	\$73,233 - \$81,671	\$84,174 - \$92,393

regional variance

city	variance to national AVG	city	variance to national AVG
AL: Birmingham	-2.39%	FL: West Palm Beach	1.86%
AL: Mobile	-6.74%	GA: Atlanta	4.19%
AR: Fort Smith	-15.95%	IA: Des Moines	-5.45%
AR: Little Rock	-13.92%	ID: Boise City-Nampa	-8.13%
AZ: Phoenix	-3.74%	IL: Chicago	5.88%
AZ: Tucson	-8.38%	IN: Indianapolis	-5.10%
CA: Fresno	0.66%	KS: Wichita	-10.97%
CA: Los Angeles	12.32%	KY: Lexington	-9.79%
CA: Sacramento	8.90%	KY: Louisville	-8.08%
CA: San Diego	9.01%	LA: New Orleans	-4.96%
CA: San Francisco	38.88%	MA: Boston	15.44%
CO: Denver	15.28%	MD: Baltimore	7.19%
CT: Hartford	4.75%	ME: Portland	-7.15%
DC: Washington	17.55%	MI: Detroit	-0.38%
DE: Wilmington	5.34%	MI: Grand Rapids	-10.17%
FL: Fort Myers	-5.38%	MN: Minneapolis	3.27%
FL: Jacksonville	-4.28%	MO: Kansas City	-5.66%
FL: Miami	1.29%	MO: St. Louis	-3.56%
FL: Orlando	-4.41%	MS: Jackson	-12.70%
FL: Tampa	-2.68%	NC: Charlotte	4.07%

regional variance

city	variance to national AVG	city	variance to national AVG
NC: Greensboro	-2.69%	PA: Scranton-Wilkes-Barre	-9.60%
NC: Raleigh	10.41%	RI: Providence	4.35%
NE: Omaha	-8.99%	SC: Columbia	-9.34%
NH: Manchester	-0.54%	SC: Greenville-Anderson	-7.12%
NJ: Newark-Union	16.82%	TN: Knoxville	-7.96%
NM: Albuquerque	-4.82%	TN: Memphis	-8.00%
NV: Las Vegas	-2.06%	TN: Nashville	-3.87%
NY: Albany-Schenectady	-2.52%	TX: Austin	11.59%
NY: Buffalo	-5.00%	TX: Dallas	7.27%
NY: New York	22.22%	TX: Houston	10.05%
OH: Cincinnati	-2.28%	TX: San Antonio	-1.33%
OH: Cleveland	-4.88%	UT: Salt Lake City	3.31%
OH: Columbus	-2.81%	VA: Richmond	1.64%
OK: Oklahoma City	-11.43%	VA: Virginia Beach-Norfolk	-1.85%
OK: Tulsa	-5.59%	VT: Burlington	-4.97%
OR: Portland	1.26%	WA: Seattle	19.11%
PA: Harrisburg	-6.75%	WA: Spokane	-6.20%
PA: Philadelphia	7.07%	WI: Green Bay	-8.46%
PA: Pittsburgh	-4.42%	WI: Milwaukee	-1.89%

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