

# 2017 HIRING AND COMPENSATION TRENDS



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# Hiring Trends

## 6 Hiring Trends to Keep On Your Radar

- 1** Hiring winds are blowing
- 2** The talent drought continues
- 3** Hybrid professionals are in demand
- 4** Employees seek opportunities to grow
- 5** Work-life integration prevails
- 6** Counteroffers are looming



# Salary Trends in 2017

Starting salaries are getting bigger:

**+3.6%**  
overall

**+5.3%**  
for interactive jobs



Front-end web  
developer (1-3 yrs' exp.)

**7.2%**

\$56,500 - \$80,500

Mobile designer

**6.8%**

\$80,000 - \$121,500

UX designer  
(3-5 yrs' exp.)

**6.1%**

\$75,750 - \$103,000



# Salary Trends in 2017

Position	Low		High	% Change
Mobile developer	\$99,500	-	\$151,000	6.6%
Video producer	\$69,250	-	\$102,250	6.5%
Content strategist	\$81,250	-	\$115,250	5.4%
Visual designer	\$66,000	-	\$99,250	5.3%
Project manager	\$59,750	-	\$94,500	4.6%
Digital strategist	\$96,500	-	\$143,750	4.5%
Interactive/web copywriter (1 to 5 yrs' exp.)	\$50,250	-	\$74,500	4.4%
MarCom manager (5+ yrs' exp.)	\$79,000	-	\$115,000	4.2%

*\*Salary ranges represent starting compensation only, because factors such as seniority and work ethic make ongoing pay difficult to measure.*



# Most Requested Technical Skills

- CSS
- Drupal
- HTML
- Illustrator
- InDesign
- JavaScript
- Photoshop
- WordPress





# Hot Jobs

## Concept

- Digital project manager
- Digital strategist





# Hot Jobs

## Design & Development

- Graphic designer
- User experience (UX) designer
- Visual designer
- Web designer
- Front-end web developer





# Hot Jobs

## Content

- Content strategist
- Copywriter







# Hot Jobs

## Marketing

- Digital/interactive marketing manager
- Email marketing manager
- Social media manager





# The Career City Index

Making the Most of Location



The Career City Index examines key factors influencing livability and career opportunities in U.S. cities in 4 categories:

- Career prospects
- Quality of life
- Cost of living
- Cultural diversity



# The Career City Index

Top Career Cities in the U.S.



1

Seattle

2

Boston

3

San Francisco  
Bay Area

4

Washington,  
D.C.

5

Raleigh,  
North Carolina

[roberthalf.com/career-city-index](http://roberthalf.com/career-city-index)



# Seasonal Staffing Patterns

Winter



- Companies scramble to spend budgets and complete projects by January 1
- Increased pressure to reach revenue goals
- Demand for marketing professionals increases



# Seasonal Staffing Patterns

Spring



- Retail and consumer goods companies ramp up for holiday promotions
- Increased need for designers, production artists and writers



# Seasonal Staffing Patterns

Summer



- Vacation coverage needed
- Increase in temporary positions
- Corporate, nonprofit and government clients increase hiring to spend budget by end of June



# Seasonal Staffing Patterns

Fall



- Extra help needed for direct-mail campaigns, annual report projects and catalogs
- Professionals with experience researching and analyzing market trends are needed
- Those who can set strategy, budgets and priorities for the next year are in demand



# The Creative Group Salary Center

## Salary Calculator

Calculate creative, interactive and marketing salaries in your area

**Area of Specialization:**

Creative & Marketing

**Location:**

Make a selection

**City:**

**Job Category:**

**Job Title:**

**Company Size:**

**Experience:**

**Current Salary Range:**

Current Salary Range: Complete the form to see your salary range results.

Your resource for current hiring and compensation trends:

[creativegroup.com/salary-center](http://creativegroup.com/salary-center)





# TCG Recruiting Information

## CONTACT INFORMATION

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