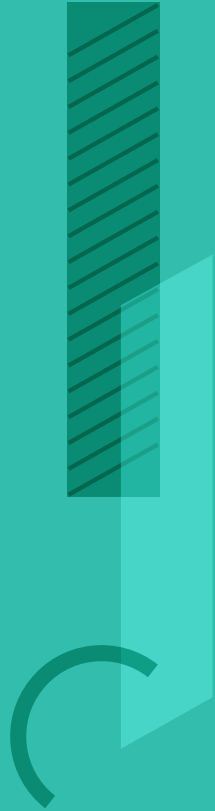
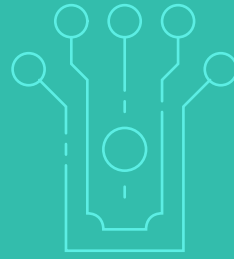




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# 2021

## Compensation & Benefits Job Market Pulse + Salary Guide



**24 Seven surveyed over 500 professionals in the Marketing, Creative, Technology, and Digital sectors to assess the impact of the pandemic on compensation and benefits, as well as the remuneration outlook for the coming year.** Compensation and raises were a pandemic casualty for many, a trend to watch, as our research perennially finds that better pay is the leading reason for employee flight. Employees are feeling stressed and have become keenly aware of the care and support they require from the workplace, making benefits more essential to the employment proposition than ever. Our study finds several opportunities for companies to strengthen their employer brand through improvements in compensation and benefits.

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## STUDY DEMOGRAPHICS

### SECTOR

**52%**

Marketing,  
Creative &  
Technology

**30%**

Fashion  
& Retail

**8%**

Beauty

**10%**

Other

### COMPANY SIZE

<b>37%</b>	_____	500+ employees
<b>8%</b>	_____	300-500 employees
<b>15%</b>	_____	100-299 employees
<b>40%</b>	_____	Less than 100 employees



### RESPONDENTS

**50%**

make or  
influence hiring  
decisions

**67%**

hold a  
managerial role

**9%**

hold an  
executive role



## COMPENSATION INSIGHTS

Our decades of proprietary research show that compensation is the #1 job switch trigger. The pandemic crisis and all its uncertainty has had an impact on compensation, and employees will be looking to make up for lost income. Only **1/3 of companies raised salaries** last year and **1/3 of employees expect to see their compensation increase** in the next year (**44%** of managers have budgeted for raises). **One-third** of respondents reported seeing their **salary cut** during the pandemic, half of which have since been restored. **Less than a quarter of employees are happy with their pay**, and even less (**15%**) stay in the job because of their salary. Employers looking to keep and add top performers might consider allocating budget dollars to compensation.

### COMPENSATION AS A MOOD

- **32%** of respondents received a raise in 2020
- **32%** of respondents received a bonus in 2020
- **36%** of respondents expect a raise in 2021
- **27%** of respondents expect a bonus in 2021
- **23%** of respondents are satisfied with compensation at this time

**15% of respondents stay in the job because of the compensation**

## COMPENSATION IS A PANDEMIC CASUALTY FOR MANY

### MANAGERS DISCLOSE RAISE RANGES FOR RECENTLY GIVEN OR UPCOMING RAISES



**32%** of respondents had their **salary reduced** during the pandemic

**56%** of those have had their **salary restored**

**44%** are still collecting **reduced compensation**

**10%** of companies are currently or have plans to **reduce the compensation of employees who have relocated** to a lower cost of living location as a result of the pandemic

**10%** of companies are currently or have plans to **reduce the compensation of employees who have relocated** to a lower cost of living location as a result of the pandemic

## PERKS & BENEFITS INSIGHTS

**As the pandemic continues, employees are stressed and seeking balance in order to feel cared for and successful at work.** With wellness staying top of mind, health coverage remains the most valued benefit offered. A vast majority (**75%**) of respondents are increasingly aware of their **emotional health**, yet only **44% of employers provide mental health coverage**. With only **36%** of employees **happy in their jobs** and just **2 in 10** indicating that the benefits offered keep them at their current company, we expect to see talent switching jobs as the economy improves. Upgrading the benefits package is a sound strategy for companies eager to elevate their employer brand.



of employers **added perks & benefits** within the past year\*



of employers **decreased perks & benefits** within the past year




of employers made **no changes to the perks & benefits** offered within the past year

**\*76%** of employees at companies with **added perks & benefits** believe these additions were **a result of the pandemic**


## SHARE OF BENEFIT COSTS



**27%** of employees say the **cost of their benefits will remain the same** in the coming year



**27%** of employees say the **cost of their benefits has or will increase** in the coming year



**3%** of employees say the **cost of their benefits has or will decrease** in the coming year



**25%** of respondents say the overall **cost of their benefits** influences their decision to work for a company

## BENEFIT PACKAGES ARE AN OPPORTUNITY TO IMPROVE EMPLOYER BRAND

**37%** of respondents say their company is **good at communicating** available perks & benefits

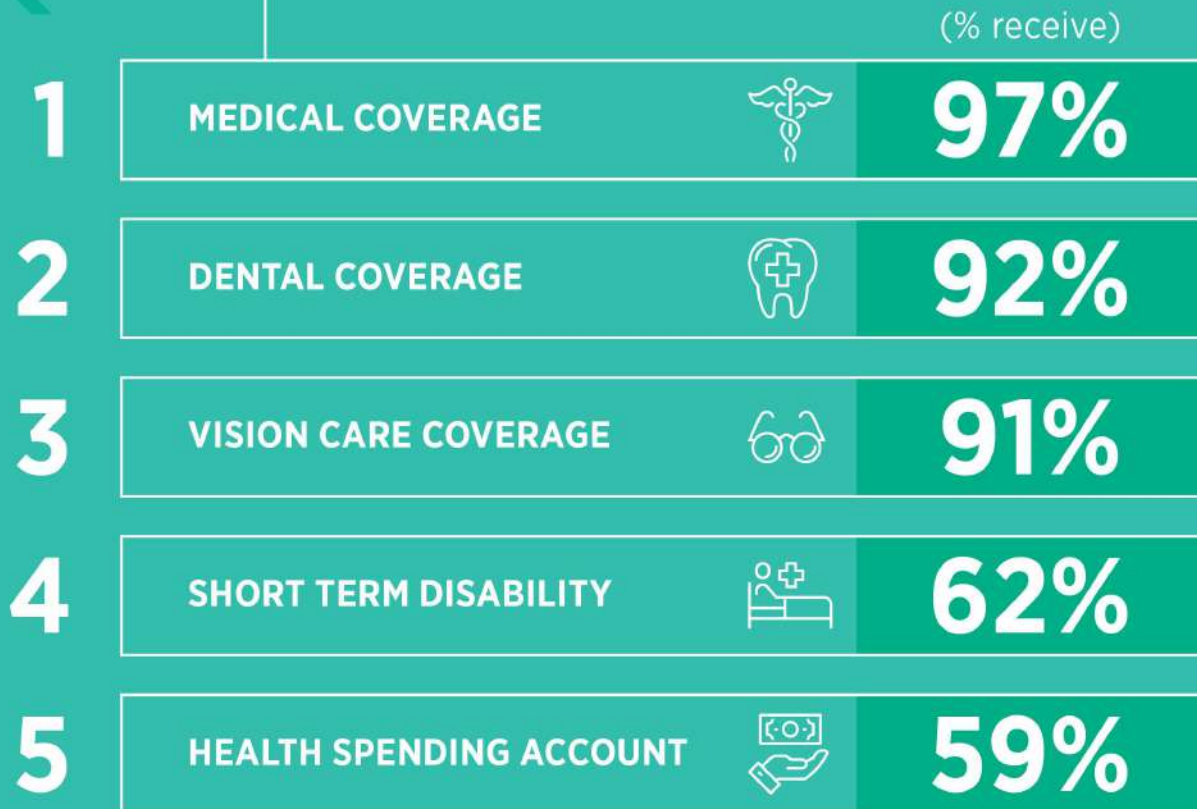
**46%** of respondents are **satisfied with the perks & benefits** they receive

**28%** of companies allow employees to **customize their perks & benefits** to suit the employee's age & stage of life

**19%** of respondents **stay in their job because of the perks & benefits offered**

## MOST COMMONLY OFFERED PERKS & BENEFITS

### MOST COMMONLY OFFERED HEALTH BENEFITS












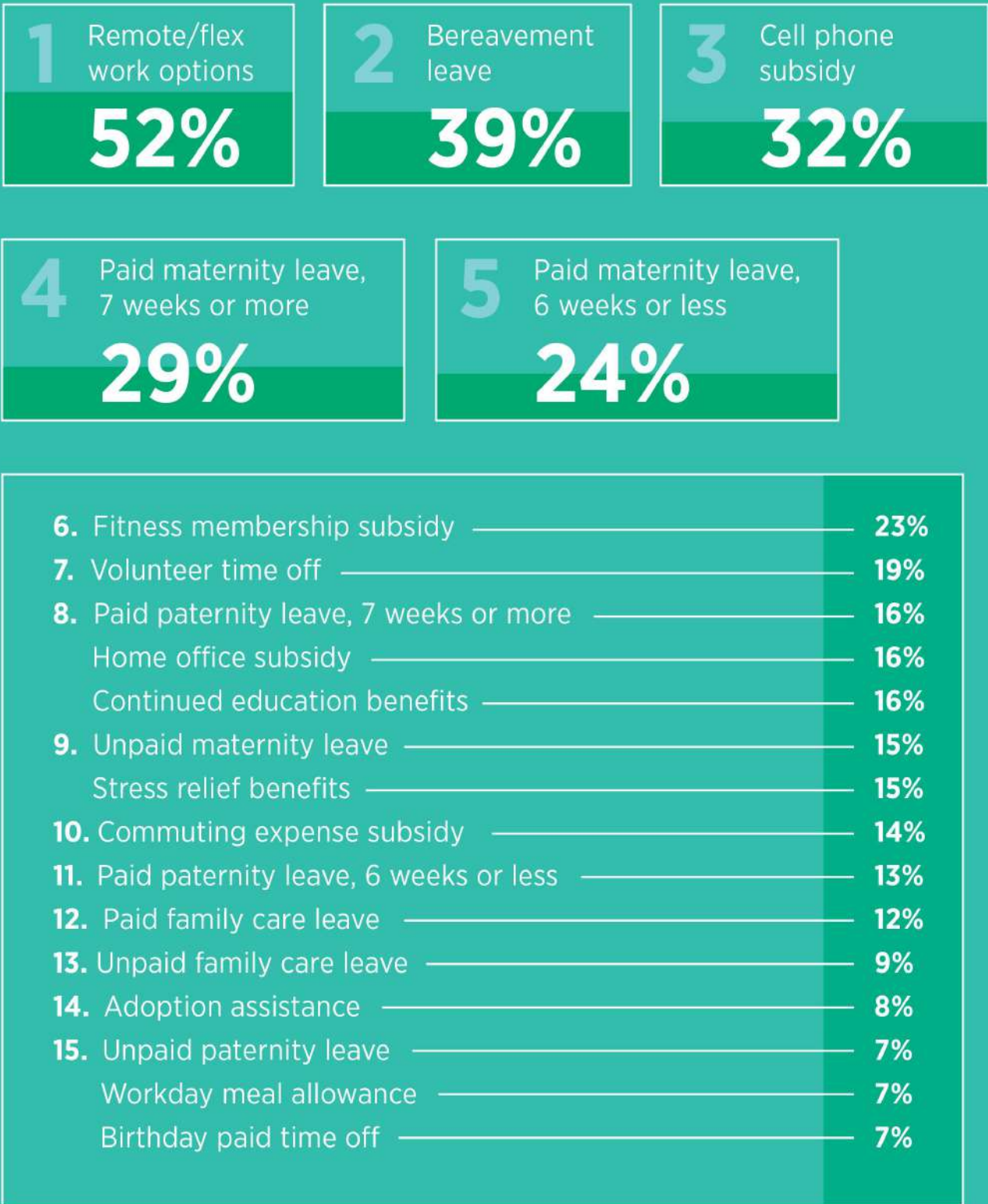
## MOST COMMONLY OFFERED FINANCIAL PERKS & BENEFITS

(% receive)

<b>1</b>		<b>401K OR ANOTHER RETIREMENT SAVINGS PLAN</b>	<b>83%</b>
<b>2</b>		<b>LIFE INSURANCE</b>	<b>54%</b>
<b>3</b>		<b>STOCK OPTIONS</b>	<b>26%</b>
<b>4</b>		<b>FINANCIAL COUNSELING</b>	<b>16%</b>
<b>5</b>		<b>TUITION ASSISTANCE</b>	<b>15%</b>

<b>6.</b> Profit-sharing	_____	<b>13%</b>
<b>7.</b> Accident insurance	_____	<b>12%</b>
<b>8.</b> Pension plan	_____	<b>10%</b>
<b>9.</b> Long term care insurance	_____	<b>7%</b>
<b>10.</b> Emergency hardship assistance	_____	<b>6%</b>

**MOST COMMONLY OFFERED QUALITY OF LIFE PERKS & BENEFITS (% RECEIVE)**



## MOST VALUED PERKS & BENEFITS

**Flexibility**

**Medical coverage**

**Unlimited PTO**

**401k Match**

**Medical Coverage, Fully Paid**

**Stock Benefits**

Relocation Assistance

Profit Sharing

Pension Plan

Half Day Fridays

**Dental Coverage**

Mental Health Support

Birthday Time Off

**Bonus**

**HSA**

Summer Hours

**Fitness Perks**

Remote Work

Tuition Compensation

Professional Development Stipend

Life Insurance

Fertility Support

Free Products

## EMPLOYEE WORKPLACE EXPECTATIONS

Employees are feeling stressed and have become keenly aware of the care and support they require from the workplace. Companies that are strapped when it comes to compensation budgets can improve their standing as a destination employer by making small improvements that signal their caring for the overall happiness, satisfaction, and wellness of their employees.

**BETTER PAY & BENEFITS  
MAKE TALENT POACHABLE**

**23%** of employees feel  
their employer  
returns loyalty

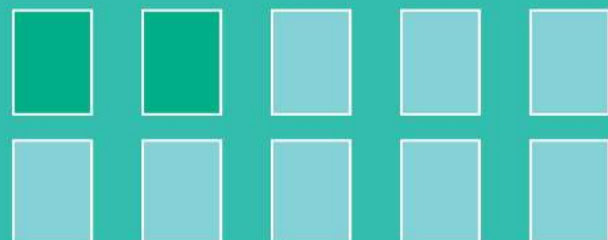


**ONE THIRD**  
or less of employees are  
**loyal or love their jobs**

**36%** of employees  
are **happy** in  
their job



**Only 2 in 10 employees** stay in their  
job because of the compensation  
(**15%**) or perks & benefits (**19%**) they  
receive from their current employer



**PANDEMIC HAS MADE EMPLOYEES AWARE OF THE CARE & SUPPORT THEY NEED**



of employees are **stressed** specifically due to the **COVID-19 pandemic**

**4 IN 10**

employees feel **more stressed than ever**



**15% of employers** offer specific **stress-reduction perks** or benefits

**Only 40%** say their **company cares** about their **wellbeing and wellness**



**75%** of employees say that **the pandemic has made them more aware of their work/life balance**



**57%** of employees have used **less time** off in the past year **than ever before**



**65%** of employees say that their company has **NOT encouraged** them to take the **time needed to rest, recover, and recharge**



**Only 1/3 of employees** said their employer is good at setting and **honoring boundaries between work and personal life**



**75%**

of employees say the pandemic has made them **more aware** of their **emotional wellness**



**40%**

of employees say they receive some form of mental health support as part of their benefits

**25%**

of employers offer opportunities to improve emotional wellness such as mindfulness programs or apps, access to workouts or yoga, etc.



**70%**

**OF EMPLOYEES ARE MORE AWARE OF THEIR FINANCIAL WELLNESS**

**ONLY 16%** of employers offer their employees access to financial planners & services as part of employee perks & benefits

While the majority of employees receive some form of **retirement savings** benefit (**83%**) and about half receive **life insurance** benefit (**54%**), the list of widely offered **financial support benefits by companies is limited**, despite employees being concerned about improving their financial wellness.



**68%**

OF EMPLOYEES ARE **MORE AWARE** OF THEIR **PHYSICAL WELLNESS**

**56%**

of employees are **more aware of the tools they need to succeed** in the remote workplace



**28%**

**51%**

of companies make it possible for employees to **customize their benefits & perks** to suit the employee's age & stage of life

OF EMPLOYEES ARE **MORE AWARE OF THE HEALTH CARE BENEFITS THEY NEED** IN THEIR LIFE

# SALARY GUIDE

## SALES, DIGITAL MARKETING, CREATIVE, AND CONTENT

TITLE	LOW	HIGH	TITLE	LOW	HIGH
3D Designer	\$50,000	\$100,000	Director, Business Development	\$110,000	\$170,000
Account Director	\$90,000	\$170,000	Director, Marketing	\$120,000	\$190,000
Account Executive/Manager	\$45,000	\$95,000	Director, Sales	\$100,000	\$170,000
Account Supervisor	\$75,000	\$120,000	Director/Lead UX	\$120,000	\$190,000
Art Director	\$80,000	\$130,000	E-Commerce Marketing Manager	\$85,000	\$130,000
Associate Creative Director	\$100,000	\$175,000	Email Developer	\$60,000	\$100,000
Blogger	\$40,000	\$79,000	Email Marketing Manager	\$70,000	\$110,000
Brand Director	\$140,000	\$250,000	Events Manager	\$60,000	\$80,000
Brand Manager	\$75,000	\$140,000	EVP/SVP/VP Marketing	\$105,000	\$240,000
Business Development Manager	\$60,000	\$125,000	EVP/SVP/VP Sales/BD	\$105,000	\$240,000
Communications Manager	\$70,000	\$110,000	Game Designer/Specialist	\$55,000	\$110,000
Community Manager	\$50,000	\$85,000	Graphic Designer	\$60,000	\$90,000
Concept Artist	\$55,000	\$100,000	Growth Marketing Manager	\$70,000	\$130,000
Consumer Insights Manager	\$60,000	\$120,000	Illustrator	\$40,000	\$75,000
Content Development Manager	\$65,000	\$155,000	Industrial Designer	\$80,000	\$125,000
Content/Copy Editor	\$50,000	\$90,000	Influencer Marketing Manager	\$55,000	\$125,000
Content Specialist	\$55,000	\$85,000	Infographics Designer	\$60,000	\$110,000
Copywriter	\$50,000	\$120,000	Information Architect	\$80,000	\$130,000
Creative Director	\$120,000	\$250,000	Market Research Manager	\$75,000	\$120,000
Creative Services Manager	\$55,000	\$120,000	Marketing Acquisition	\$75,000	\$130,000
Creative Project Manager	\$60,000	\$110,000	Marketing/Digital Marketing Coordinator	\$50,000	\$70,000
CRM Manager	\$80,000	\$123,000	Marketing/Digital Marketing Manager	\$70,000	\$120,000
Customer Success Manager	\$60,000	\$105,000	Media Buyer	\$50,000	\$90,000
Design Strategist	\$55,000	\$85,000	Media Planner	\$50,000	\$90,000
Digital Designer	\$60,000	\$105,000	Media Supervisor	\$65,000	\$130,000
Digital Producer	\$75,000	\$120,000			
Digital Project Manager	\$75,000	\$125,000			
Digital Strategist	\$75,000	\$125,000			



## SALES, DIGITAL MARKETING, CREATIVE, AND CONTENT CONT.

TITLE	LOW	HIGH
Mobile Designer	\$65,000	\$110,000
Motion Graphics Designer	\$60,000	\$120,000
Package Designer	\$65,000	\$95,000
Photo Retoucher	\$40,000	\$120,000
Photographer	\$60,000	\$130,000
PowerPoint Designer	\$50,000	\$85,000
Print Project Manager	\$70,000	\$95,000
Producer	\$55,000	\$120,000
Product Designer	\$75,000	\$160,000
Product Manager	\$75,000	\$130,000
Production Artist	\$45,000	\$150,000
Production Manager	\$60,000	\$115,000
Project Manager	\$60,000	\$120,000
Proofreader	\$45,000	\$65,000
Public Relations Manager	\$70,000	\$100,000
Search Marketing (SEO/SEM)	\$75,000	\$130,000
Social Media Analyst	\$60,000	\$90,000
Social Media Manager/Specialist	\$55,000	\$110,000
Studio Manager	\$70,000	\$120,000
Traffic Coordinator	\$45,000	\$60,000
Traffic Manager	\$55,000	\$75,000
Training & Education Manager	\$70,000	\$120,000
UX Designer	\$70,000	\$160,000
UI Designer	\$70,000	\$125,000
Video Editor/Producer	\$60,000	\$120,000
Videographer	\$55,000	\$100,000
Visual/Web Designer	\$50,000	\$100,000

## TECHNOLOGY/DATA

TITLE	LOW	HIGH
AI	\$75,000	\$150,000
Back End Developer (Jr.)	\$50,000	\$95,000
Back End Developer (Mid)	\$100,000	\$125,000
Back End Developer (Sr.)	\$135,000	\$165,000
Business Intelligence	\$60,000	\$130,000
Data Analyst (Jr.)	\$40,000	\$70,000
Data Analyst (Mid)	\$80,000	\$110,000
Data Analyst (Sr.)	\$120,000	\$160,000
Data Scientist (Jr.)	\$50,000	\$95,000
Data Scientist (Mid)	\$100,000	\$125,000
Data Scientist (Sr.)	\$135,000	\$175,000
Desktop/IT Support	\$37,000	\$74,000
Front End Developer (Jr.)	\$50,000	\$95,000
Front End Developer (Mid)	\$100,000	\$115,000
Front End Developer (Sr.)	\$120,000	\$150,000
Full Stack Developer (Jr.)	\$70,000	\$100,000
Full Stack Developer (Mid)	\$115,000	\$135,000
Full Stack Developer (Sr.)	\$140,000	\$175,000
Machine Learning	\$70,000	\$150,000
Network Engineer	\$54,000	\$125,000
QA (Automation)	\$90,000	\$130,000
QA (Manual)	\$70,000	\$110,000
Technical Writer	\$50,000	\$85,000
Technology Project Manager	\$80,000	\$145,000
VP Director of Information/ Technology	\$110,000	\$250,000



## FASHION DESIGN, TECHNICAL DEVELOPMENT AND PRODUCTION

TITLE	LOW	HIGH
Accessories Designer	\$60,000	\$95,000
Apparel Graphic Designer	\$45,000	\$90,000
Assistant/ Associate Designer	\$40,000	\$70,000
CAD Designer	\$50,000	\$100,000
Colorist	\$30,000	\$82,000
Design Room Coordinator/ Assistant	\$45,000	\$120,000
Director, Design	\$120,000	\$175,000
Director, Fashion	\$125,000	\$148,000
Director, Technical	\$75,000	\$169,000
Director, Trend	\$123,000	\$200,000
EVP/SVP/VP Design	\$140,000	\$270,000
Footwear Designer	\$60,000	\$140,000
Jewelry Designer	\$55,000	\$100,000
Pattern Maker	\$75,000	\$140,000
Product Development Manager	\$70,000	\$130,000
Product Line Manager (PLM)	\$70,000	\$130,000
Production Assistant/ Coordinator	\$40,000	\$60,000
Production Manager/Supervisor	\$65,000	\$95,000
QA/QC	\$45,000	\$85,000
Research & Development Manager	\$80,000	\$100,000
Sample Coordinator	\$40,000	\$55,000
Sourcing Manager/Supervisor	\$68,000	\$120,000
Studio Manager	\$40,000	\$82,000
Supply Chain Manager	\$75,000	\$140,000
Technical Designer	\$50,000	\$125,000
Technologist Garment/PDM	\$80,000	\$150,000
Textile Designer	\$50,000	\$100,000

## OPERATIONS, HUMAN RESOURCES

TITLE	LOW	HIGH
Account/ Finance Manager	\$80,000	\$145,000
Administrative/Executive Assistant	\$40,000	\$100,000
Architect	\$90,000	\$180,000
Benefits & Payroll Manager	\$65,000	\$100,000
Collections	\$30,000	\$45,000
Customer Service Representative	\$30,000	\$55,000
Customer Service Manager	\$40,000	\$75,000
Director, Diversity, Equity, and Inclusion	\$100,000	\$165,000
Director, Recruiting	\$110,000	\$195,000
Human Resources Assistant	\$40,000	\$60,000
Human Resources Manager	\$65,000	\$140,000
Operations Manager	\$45,000	\$100,000
Recruiter	\$50,000	\$130,000
VP/Director Finance	\$100,000	\$250,000
VP/Director Human Resources	\$100,000	\$250,000
VP/Director Operations	\$100,000	\$250,000

## PLANNING, MERCHANDISING, AND BUYING

TITLE	LOW	HIGH
Allocator	\$45,000	\$65,000
Associate/Assistant Buyer	\$50,000	\$65,000
Associate/Assistant Merchandiser	\$45,000	\$65,000
Buyer	\$60,000	\$90,000
Demand Planner	\$60,000	\$100,000
Director, Buying	\$92,000	\$130,000
Division Merchandise Manager	\$125,000	\$200,000
E-Commerce/Web Merchandising	\$70,000	\$110,000
EVP/SVP/VP Merchandising	\$105,000	\$300,000
Merchandiser	\$60,000	\$100,000
Planner	\$60,000	\$140,000
Planning Manager	\$90,000	\$250,000
VP Merchandising	\$105,000	\$303,000
VP Planning	\$120,000	\$220,000

## RETAIL, E-COMMERCE AND STORE LEVEL, ENVIRONMENT DESIGN AND ARCHITECTURE

TITLE	LOW	HIGH
Area Manager	\$80,000	\$115,000
Assistant Store Manager	\$50,000	\$80,000
Department Manager	\$40,000	\$75,000
Director of Stores	\$130,000	\$220,000
Director, E-Commerce	\$100,000	\$210,000
District Manager	\$90,000	\$130,000
E-Commerce Manager	\$80,000	\$130,000
Key Holder/Supervisor	\$45,000	\$55,000
Regional Manager	\$110,000	\$180,000
Regional Sales Manager	\$130,000	\$165,000
Retail Operations	\$60,000	\$90,000
Sales Associate	\$40,000	\$55,000
Sales Manager	\$45,000	\$60,000
Stock Associate	\$35,000	\$45,000
Stock Manager	\$45,000	\$60,000
Store Manager	\$70,000	\$150,000
Training & Education Manager	\$65,000	\$120,000
VP/Director Retail	\$120,000	\$250,000