



2022

24|seven™

# JOB MARKET PULSE REPORT

COMPENSATION & BENEFITS  
+ SALARY GUIDE



## KEY FINDINGS

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What salary, hiring and overall job market insights do you need to understand to find success in 2022? That's the question we set out to answer with this report. 24 Seven surveyed 1,400 professionals in the Marketing, Creative, Technology, Fashion, Retail, and Beauty sectors to identify the most noteworthy trends in compensation and benefits. Whether you're an employer, hiring manager, job seeker or employee, it pays to stay current on the evolving state of the job market. Here are some top takeaways:

- **80% of survey respondents expect a pay raise in 2022**
- **32% of full-time employees have taken on freelance projects in the last year**
- **1/3 of all survey respondents plan to switch employers in the next year**
- **76% of employees say better perks and benefits offered by another company are an enticement to leave**



24seven™

**2022 Job Market Pulse Report**  
Compensation & Benefits  
+ Salary Guide





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# STUDY DEMOGRAPHICS

01

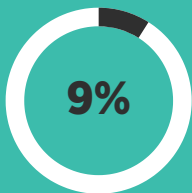
## DEMOGRAPHIC SECTOR



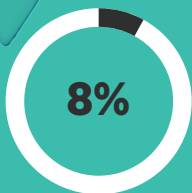
Marketing, Creative,  
& Technology



Fashion & Retail



Beauty



Other



## DEMOGRAPHIC COMPANY SIZE



500+ employees



300-499 employees



100-299 employees



Less than 100 employees



Survey conducted  
January 2022

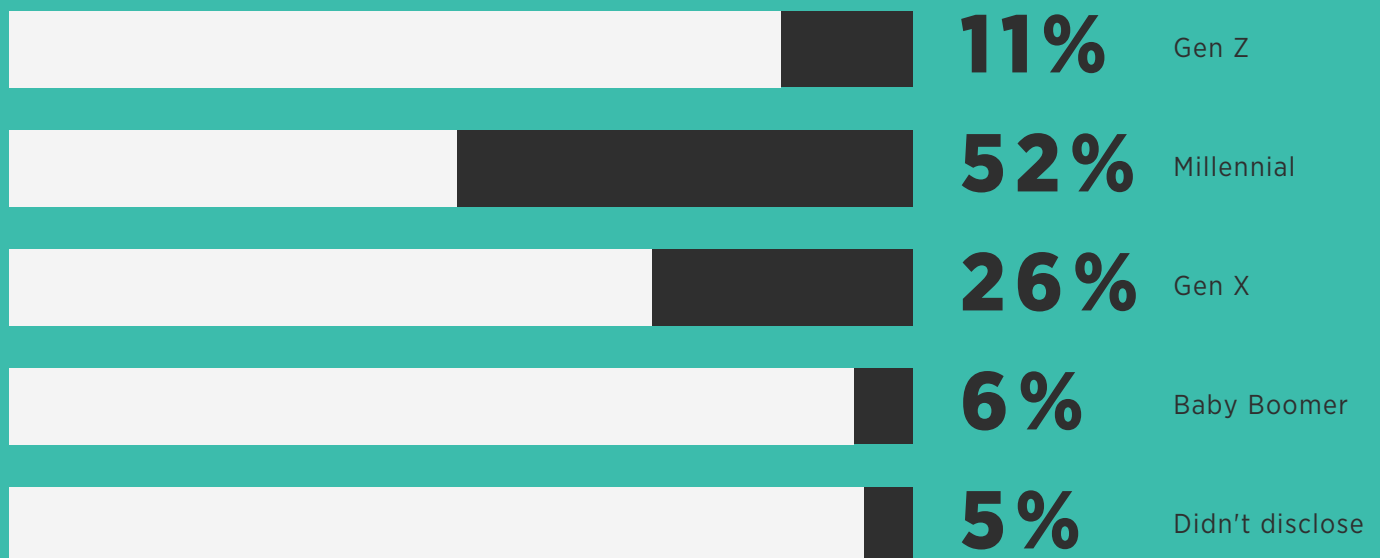


DEMOGRAPHIC  
**EMPLOYEE RANK**

02



DEMOGRAPHIC  
**GENERATION**



# EMPLOYEE MOOD

03

## EMPLOYEE SENTIMENT IS GENERALLY POSITIVE

A majority (62%) of employees report being happy in their job.



Employees are happy and engaged, but employers need to watch their workloads. Many respondents (44%) describe themselves as more stressed than ever about work/life balance.

# 2/3

believe that their current company cares about their holistic wellness and well-being (i.e. professional viability, physical health, emotional health, and financial wellness)

**65%** said the company they work for does a good job designating and honoring set times for work vs. personal life

**53%** said their employer has made reducing employee stress a priority

**83%** said their company is flexible about when employees get their work done (to accommodate work/life balance demands)



## LOYALTY IMBALANCE

# 75%

of employees said they are loyal to their employer, yet only 56% believe their employer is loyal to them.



**7 in 10** employees feel very or extremely valued at work




# 8/10

employees describe themselves as very or extremely

- Productive
- Engaged

# FLIGHT RISKS



**Employers must pay attention to retention.**  
A third of all respondents **plan to move to a new employer in the next year.**  
And the flight risk problem is much higher among survey respondents reporting **dissatisfaction with their pay.**



# COMPENSATION INSIGHTS

06

After pandemic compensation cutbacks, our survey finds **60% of employees** reported they **received a raise in 2021** (up from 32% in 2020). A **large majority (80%)** of respondents **expect a salary bump** in 2022.

Of employees who say they are dissatisfied with their compensation, **78% plan to look for a new job.** When they do, they'll find many employers who are eager to discuss higher pay, better benefits and more flexibility to win them over. The ongoing Great Resignation continues to upend the labor market and companies are sweetening the proverbial pot to secure top talent.



## COMPENSATION INCREASES & EXPECTATIONS

# 80%

of respondents

**expect  
a raise**

in 2022

# 70%

of managers said their  
company is taking  
steps to make  
**compensation more  
competitive** to win  
over talent

# 60%

of respondents  
**received a raise in 2021**

# 55%

of respondents  
**received a performance  
bonus in 2021**

# 46%

of respondents  
**received a discretionary  
bonus in 2021**





# MONEY MATTERS

**22%**

of respondents  
are dissatisfied  
with their  
compensation

**78%**

of those  
dissatisfied say  
they are likely to  
switch jobs

## 2021 RAISES

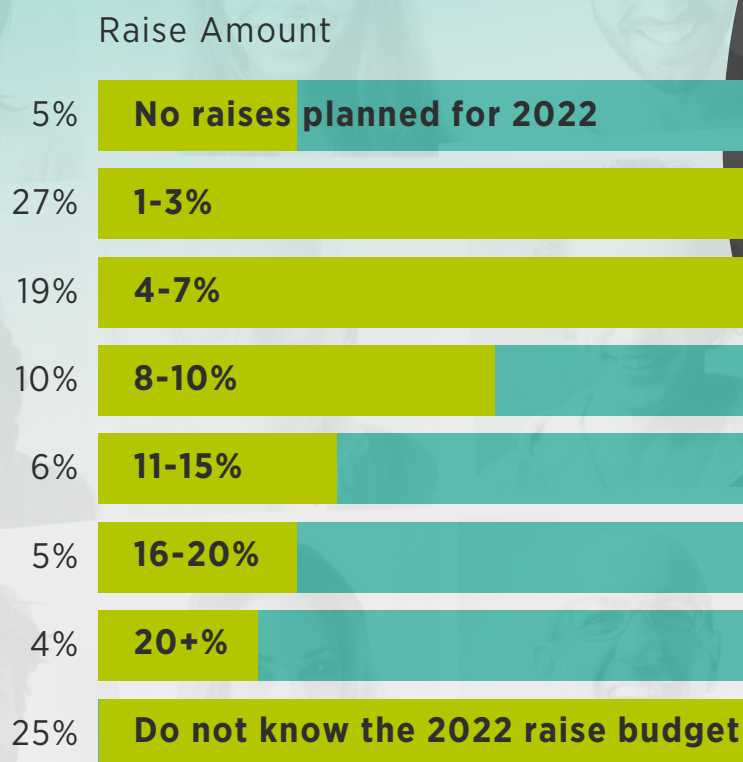
What **employees** said they received in 2021

% OF RESPONDENTS

RAISE AMOUNT

**41%****1-3%****27%****4-7%****14%****8-10%****8%****11-15%****5%****16-20%****5%****20+%**

## MANAGERS GIVE THE 2022 RAISE RANGE OUTLOOK



## COST OF LIVING RELOCATIONS

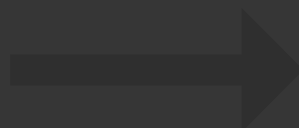
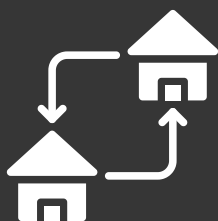
**15%**

of respondents  
relocated to a place with  
a lower cost of living  
as a result of the  
pandemic

**4**

in 10

of those who relocated had their  
**compensation decreased**  
as a result by their employer





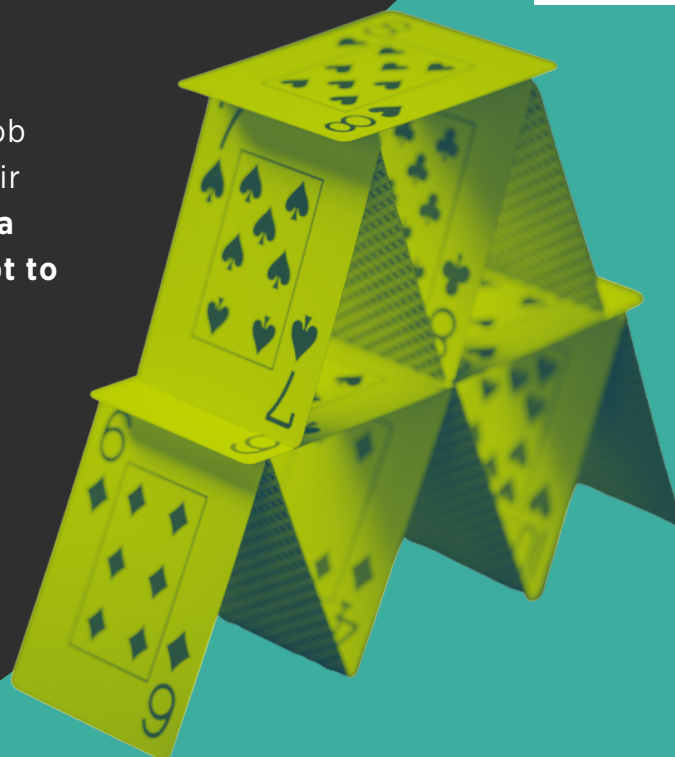
## NEW EMPLOYEES REPORT COUNTEROFFERS & NEGOTIATIONS

26%

of respondents in a new job  
(less than a year) said their  
**previous employer made a  
counteroffer in an attempt to  
retain them**

72%

of respondents in new  
jobs said their  
**new employer was  
willing to negotiate their  
offer to win them over**



## DOING THE SIDE



**32% of full-time employees  
have taken on freelance  
projects in the last year**

**Of these full-timers who are  
freelancing, they're doing it because**

**25% their full-time compensation is inadequate**

**47% it's a source of supplemental income**  
(even though their full-time comp is adequate)

**15% these are passion-driven pursuits,**  
not income-driven

**8% it's a way to develop skills**  
in preparation for a career change

**5% other**

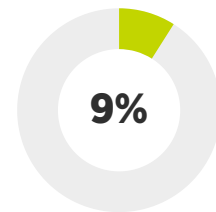
## ADDED PERKS AND BENEFITS COME AT A COST TO MANY EMPLOYEES



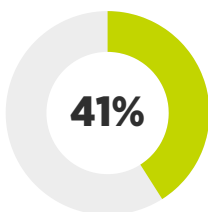
of employers added perks & benefits within the past year



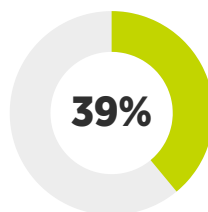
of employers made no changes to the perks & benefits offered within the past year



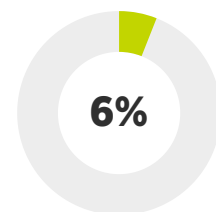
of employers decreased perks & benefits within the past year



of employees say the share of the cost of their benefits has or will increase in the coming year



of employees say the share of the cost of their benefits has or will remain the same in the coming year



of employees say the share of the cost of their benefits has or will decrease in the coming year

## BOOST BENEFITS TO IMPROVE RECRUITMENT AND RETENTION

**76%**



of respondents say the benefits & perks  
another company offers influences their  
decision to pursue a job with that employer

**24%**

of employees are  
**extremely satisfied**  
with their benefits & perks

**53%**

of employees are  
**somewhat satisfied**  
with their benefits & perks



**52%** of employees can  
**customize their benefits & perks** to suit their age/stage of life



MOST COMMONLY OFFERED

# HEALTH BENEFITS & PERKS

13

**MEDICAL COVERAGE**

**1**

**DENTAL COVERAGE**

**2**

**VISION CARE COVERAGE**

**3**

**SHORT-TERM DISABILITY**

**4**

**HEALTH SPENDING ACCOUNT**

**5**

**LONG-TERM DISABILITY**

**6**

**MENTAL HEALTH COVERAGE**

**7**

**COVID-SPECIFIC TIME OFF & SUPPORT**

**8**

**TELEHEALTH SERVICES FOR PHYSICAL WELLNESS**

**9**

**TELEHEALTH SERVICES FOR EMOTIONAL WELLNESS**

**10**

MOST COMMONLY OFFERED

# FINANCIAL BENEFITS & PERKS

14



**1**  
401K or other retirement savings plan with employer match

**2**  
Life insurance

**3** Stock options

**4** Pension plan  
Accident insurance

**5**  
Legal services access

**6** Profit sharing

**7**  
Tuition assistance

**8**  
401K or other retirement savings plan without employer match

**9**  
Financial counseling

**10**  
Long-term care insurance

MOST COMMONLY OFFERED

# QUALITY OF LIFE BENEFITS & PERKS

15



1

**Remote/flex  
work options**



2

**Bereavement  
leave**



3

**Paid maternity  
leave, 7 weeks  
or more**



4

**Paid maternity  
leave, 6 weeks  
or less**



5

**Cell phone &  
service subsidy**



6

**Fitness  
membership  
subsidy**



7

**Volunteer  
time off**



8

**Commuting  
expense subsidy**



9

**Paid family  
care leave**



10

**Paid paternity  
leave, 6 weeks  
or less**



11

**Home office  
technology &  
supply subsidies**



12

**Internet service  
subsidy**



# SALARY GUIDE

Sales, Digital Marketing,  
Creative, and Content

16

Salary range figures are based on national industry averages as well as internal compensation data. Salaries for positions listed below do not include bonuses or other forms of compensation. For the most current compensation and hiring trend information tailored to your business and market, please visit the **24 Seven website**.

TITLE	LOW	HIGH
3D Designer	\$55,000	\$120,000
Account Director	\$120,000	\$175,000
Account Executive/Manager	\$50,000	\$120,000
Account Supervisor	\$77,000	\$140,000
Art Director	\$95,000	\$145,000
Associate Creative Director	\$110,000	\$180,000
Back-End Web Developer	\$85,000	\$120,000
Blogger	\$50,000	\$75,000
Brand Director	\$145,000	\$250,000
Brand Manager	\$80,000	\$150,000
Business Development Manager	\$65,000	\$127,000
Communications Manager	\$73,000	\$115,000
Community Manager	\$55,000	\$100,000
Concept Artist	\$55,000	\$110,000
Consumer Insights Manager	\$80,000	\$135,000
Content Development Manager	\$65,000	\$150,000
Content/Copy Editor	\$53,000	\$100,000
Content Specialist	\$55,000	\$85,000
Copywriter	\$55,000	\$130,000
Creative Director	\$125,000	\$275,000

# SALARY GUIDE

Sales, Digital Marketing,  
Creative, and Content

16

TITLE	LOW	HIGH
Creative Manager	\$55,000	\$120,000
Creative Services Manager	\$57,000	\$125,000
CRM Manager	\$100,000	\$140,000
Customer Success Manager	\$65,000	\$115,000
Design Strategist	\$62,000	\$140,000
Digital Designer	\$60,000	\$120,000
Digital Producer	\$80,000	\$130,000
Digital Project Manager	\$76,000	\$130,000
Digital Strategist	\$77,000	\$133,000
Director, Business Development	\$112,000	\$175,000
Director, Marketing	\$130,000	\$200,000
Director, Sales	\$110,000	\$185,000
Director/Lead UX	\$123,000	\$225,000
E-Commerce Marketing Manager	\$100,000	\$140,000
Email Developer	\$75,000	\$105,000
Email Marketing Manager	\$95,000	\$120,000
Events Manager	\$65,000	\$120,000
EVP/SVP/VP Marketing	\$125,000	\$300,000
EVP/SVP/VP Sales/BD	\$125,000	\$300,000
Game Designer/Specialist	\$57,000	\$110,000
Graphic Designer	\$65,000	\$92,000
Growth Marketing Manager	\$75,000	\$140,000
Illustrator	\$50,000	\$80,000
Industrial Designer	\$65,000	\$110,000
Influencer Marketing Manager	\$65,000	\$150,000
Infographics Designer	\$60,000	\$110,000

# SALARY GUIDE

Sales, Digital Marketing,  
Creative, and Content

17

TITLE	LOW	HIGH
Infographics Designer	\$60,000	\$110,000
Information Architect	\$85,000	\$150,000
Market Research Manager	\$75,000	\$130,000
Marketing Acquisition	\$80,000	\$145,000
Marketing/Digital Marketing Coordinator	\$60,000	\$80,000
Marketing/Digital Marketing Manager	\$95,000	\$140,000
Media Buyer	\$70,000	\$140,000
Media Planner	\$55,000	\$120,000
Media Supervisor	\$70,000	\$140,000
Mobile Designer	\$65,000	\$130,000
Motion Graphics Designer	\$65,000	\$120,000
Package Designer	\$60,000	\$85,000
Photo Retoucher	\$50,000	\$125,000
Photographer	\$60,000	\$130,000
PowerPoint Designer	\$60,000	\$100,000
Print Project Manager	\$75,000	\$110,000
Producer	\$60,000	\$130,000
Product Designer	\$77,000	\$160,000
Product Manager	\$75,000	\$150,000
Production Artist	\$55,000	\$150,000
Production Manager	\$62,000	\$115,000
Project Manager	\$65,000	\$140,000
Proofreader	\$50,000	\$75,000
Public Relations Manager	\$80,000	\$120,000
Search Marketing (SEO/SEM)	\$85,000	\$160,000



# SALARY GUIDE

Sales, Digital Marketing,  
Creative, and Content

18

TITLE	LOW	HIGH
Social Media Analyst	\$65,000	\$90,000
Studio Manager	\$70,000	\$120,000
Traffic Coordinator	\$55,000	\$67,000
Traffic Manager	\$55,000	\$80,000
Training & Education Manager	\$70,000	\$125,000
UX Designer/Product Designer	\$70,000	\$165,000
UI Designer	\$70,000	\$145,000
Video Editor/Producer	\$65,000	\$125,000
Videographer	\$57,000	\$100,000
Visual/Web Designer	\$55,000	\$140,000

# SALARY GUIDE

Technology/Data

19

TITLE	LOW	HIGH
Back End Developer (Jr.)	\$66,000	\$95,000
Back End Developer (Mid)	\$105,000	\$130,000
Back End Developer (Sr.)	\$140,000	\$170,000
Data Analyst (Jr.)	\$50,000	\$75,000
Data Analyst (Mid)	\$85,000	\$115,000
Data Analyst (Sr.)	\$125,000	\$165,000
Data Scientist (Jr.)	\$55,000	\$100,000
Data Scientist (Mid)	\$105,000	\$120,000
Data Scientist (Sr.)	\$150,000	\$180,000
Desktop/IT Support	\$50,000	\$80,000
Front End Developer (Jr.)	\$60,000	\$97,000
Front End Developer (Mid)	\$100,000	\$120,000
Front End Developer (Sr.)	\$130,000	\$160,000
Full Stack Developer (Jr.)	\$75,000	\$105,000
Full Stack Developer (Mid.)	\$120,000	\$140,000
Full Stack Developer (Sr.)	\$150,000	\$180,000

# SALARY GUIDE

Fashion Design, Technical  
Development and Production

20

TITLE	LOW	HIGH
Accessories Designer	\$85,000	\$150,000
Apparel Graphic Designer	\$52,000	\$90,000
Assistant/Associate Designer	\$50,000	\$80,000
CAD Designer	\$56,000	\$100,000
Colorist	\$40,000	\$90,000
Design Room Coordinator/Assistant	\$50,000	\$120,000
Director, Design	\$130,000	\$185,000
Director, Fashion	\$125,000	\$155,000
Director, Technical	\$120,000	\$200,000
Director, Trend	\$125,000	\$200,000
EVP/SVP/VP Design	\$150,000	\$290,000
Footwear Designer	\$90,000	\$175,000
Jewelry Designer	\$90,000	\$150,000
Pattern Maker	\$77,000	\$145,000
Product Development Manager	\$90,000	\$150,000
Product Line Manager (PLM)	\$95,000	\$150,000
Production Assistant/Coordinator	\$60,000	\$75,000
Production Manager/Supervisor	\$85,000	\$120,000
Research & Development Manager	\$100,000	\$150,000
Sample Coordinator	\$50,000	\$58,000
Sourcing Manager/Supervisor	\$85,000	\$150,000
Studio Manager	\$50,000	\$85,000
Supply Chain Manager	\$100,000	\$200,000
Technical Designer	\$85,000	\$150,000
Technologist Garment/PDM	\$85,000	\$160,000
Textile Designer	\$55,000	\$102,000



# SALARY GUIDE

Operations,  
Human Resources

21

TITLE	LOW	HIGH
Account/Finance Manager	\$85,000	\$160,000
Administrative/Executive Assistant	\$50,000	\$105,000
Architect	\$93,000	\$184,000
Benefits & Payroll Manager	\$67,000	\$110,000
Customer Service Representative	\$50,000	\$57,000
Customer Service Manager	\$50,000	\$84,000
Director, Diversity, Equity, and Inclusion	\$110,000	\$165,000
Director, Recruiting	\$110,000	\$195,000
Human Resources Assistant	\$50,000	\$64,000
Human Resources Manager	\$67,000	\$140,000
Operations Manager	\$100,000	\$200,000
Recruiter	\$55,000	\$135,000
VP/Director, Finance	\$110,000	\$260,000
VP/Director, Human Resources	\$110,000	\$260,000
VP/Director, Operations	\$150,000	\$300,000

# SALARY GUIDE

Planning, Merchandising,  
and Buying

22

TITLE	LOW	HIGH
Allocator	\$70,000	\$90,000
Associate/Assistant Buyer	\$65,000	\$85,000
Associate/Assistant Merchandiser	\$75,000	\$85,000
Buyer	\$85,000	\$100,000
Demand Planner	\$95,000	\$140,000
Director, Buying	\$120,000	\$175,000
Division Merchandise Manager	\$150,000	\$250,000
E-Commerce/Web Merchandising	\$73,000	\$115,000
EVP/SVP/VP Merchandising	\$175,000	\$350,000
Merchandiser	\$85,000	\$120,000
EVP/SVP Merchandising	\$150,000	\$350,000
Planner	\$95,000	\$140,000
Planning Manager	\$120,000	\$160,000
VP, Merchandising	\$150,000	\$350,000
VP, Planning	\$150,000	\$300,000

# SALARY GUIDE

Retail, E-Commerce and  
Store Level, Environment  
Design and Architecture

23

TITLE	LOW	HIGH
Area Manager	\$80,000	\$110,000
Assistant Store Manager	\$55,000	\$80,000
Department Manager	\$50,000	\$75,000
Director of Stores	\$130,000	\$220,000
Director, E-Commerce	\$110,000	\$210,000
District Manager	\$85,000	\$130,000
Key Holder/Supervisor	\$55,000	\$65,000
Regional Manager	\$100,000	\$175,000
Regional Sales Manager	\$130,000	\$165,000
Retail Operations	\$62,000	\$90,000
Sales Associate	\$50,000	\$60,000
Sales Manager	\$50,000	\$63,000
Stock Associate	\$50,000	\$67,000
Stock Manager	\$55,000	\$62,000
Store Manager	\$70,000	\$120,000
Training & Education Manager	\$65,000	\$125,000
VP/Director, Retail	\$130,000	\$250,000



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MARKETERS  
THAT MATTER.

THE SAGE GROUP

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**24 Seven is a specialized recruitment agency that builds future-proof teams of top full-time and freelance talent for leading brands and agencies in the marketing, digital, creative, and technology sectors.**

24 Seven further supports its clients through its family of specialized subsidiaries. **The Sage Group** represents marketing consultants, contractors, and permanent talent, and has created a leading community of top marketing executives, **Marketers That Matter®**, which meets to share marketing innovation and insights. **Creatis** and **Antenna** boost the productivity of marketing, digital, creative and communications teams through on-site and outsourced talent solutions. **Simplicity Consulting** offers marketing project & program management and strategic communications consultants.

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