



2024

Salary Guide

Creative | Digital + Marketing | Technology



galorecreativestaffing.com

Salary Guide Contents

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WHO WE ARE



Galore Creative, is a woman owned-certified leading staffing and recruitment agency who specializes in positioning top talent for transformative roles in creative, IT, and marketing sectors. We excel in contracting, direct hiring, and executive search, driving industry change through diversity and shifting workplace cultures.

“Empowering Brilliant Creative Talent to Innovate and Drive Change”

Let's face it. The positive impact of diversity and inclusion is no longer debatable.

Diversity refers to political beliefs, race, culture, sexual orientation, religion, class, and/or gender identity differences. In the workplace, diversity means your staff consists of individuals who bring new perspectives and backgrounds to the table.

Inclusion means that everyone in the diverse cultures have a sense of belonging which means they are involved, valued, respected, treated fairly, and embedded in the workplace. **Empowering all employees** and recognizing their special talents is part of creating an inclusive company.

We encourage you to set a promise towards greater equity, accountability, and integrity, a diversity recruiting strategy is a key part of an inclusion and belonging strategy. It ensures that you are reaching a more diverse talent pool, giving real consideration to more diverse candidates, and doing it in a way that is really welcoming and attractive to the best talent.

Benefits of a Diverse and Inclusive Workforce

According to Deloitte, diverse companies enjoy **2.3** times higher cash flow per employee. Gartner found that inclusive teams improve team performance by up to **30 percent** in high-diversity environments. In a BCG study, companies with diverse management teams had a **19 percent** increase in revenue compared to their less diverse counterparts.



1

BIGGER TALENT POOL

Expanding your recruitment searches to more diverse candidates—including background, ethnicity, age, etc.—widens your talent pool and increases your chances of finding the best hire.

2

INCREASED EMPLOYEE ENGAGEMENT

When employees feel included, they're more engaged. Highly engaged employees **go the extra mile** for the organization. This higher engagement has a ripple effect on profitability, team morale, and retention.

3

BETTER DECISION MAKING

Diverse teams make decisions which creates favorable outcomes for the business. Cloverpop, an online decision-making platform, examined 600 business decisions made by 200 teams. They found that diverse teams have a 60 percent improvement in decision-making.

4

IMPROVED PERFORMANCE

D&I not only increases company profits, but also productivity and performance. Companies with significantly more racial and ethnic diversity are 35 percent more likely to outperform competitors. Harvard Business Review also discovered that diverse companies are 70 percent more likely to capture new markets, which, in turn, yields higher performance.

Benefits of a Diverse and Inclusive Workforce



MOST IN DEMAND POSITIONS IN 2024

Our team of expert recruiters and data analysts has carefully curated a list of what they expect to be the most **sought-after positions in 2024.**

These positions are those with the greatest hiring need, high job satisfaction, low unemployment and turnover rates, and ample room for growth. Backed by robust data from the U.S. Bureau of Labor Statistics and our recruiters' real life market insight, we present the **Most In-Demand Positions for 2024.**

ART/CREATIVE DIRECTOR

COPYWRITER (CONTENT)

EMAIL MARKETING

WEBSITE DESIGNER

MOTION GRAPHICS DESIGNER

UX/UI DESIGNER

PROJECT MANAGEMENT

GRAPHIC DESIGNER

(DIGITAL, PACKAGING, PRODUCTION)

About This Salary Guide

CREATIVE | DIGITAL + MARKETING | DIGITAL DESIGN

In this guide, you'll find the salary ranges you need to know when staffing the most in-demand creative, marketing and digital positions that are critical to your organization for 2023.

Most in demand roles are positions where we have found have the greatest hiring need or where job satisfaction is high and there is room for advancement.

Ways to use this guide:

- Stay up to date on the latest creative, digital, marketing and technology labor insights.
- Get access to the salary data you need to hire stellar talent
- Gain the knowledge and confidence you need to negotiate salaries
- Develop an internal staffing strategy for 2023 to stay ahead of the market



PLEASE NOTE: The salaries listed here come from U.S. Bureau of Labor Statistics, expert Recruiters in various markets across the U.S and internal sources of compensation data. The numbers are based on national industry averages in the low-, mid- and high-level ranges.

2024 Salary Data

Positions and Ranges

Creative & Design	Entry Level	Mid Level	Senior Level
Art Director	\$90,000	\$120,000	\$150,000
Creative Director	\$115,000	\$150,000	\$190,000
Creative Services Manager	\$86,000	\$103,000	\$125,000
Motion Designer	\$75,000	\$110,000	\$120,000
Moblle Designer	\$86,500	\$100,000	\$150,000
Presentation Designer	\$70,000	\$85,000	\$120,000

2024 Salary Data

Positions and Ranges

Digital	Entry Level	Mid Level	Senior Level
Director of Digital Marketing	\$70,000	\$120,000	\$175,000
Digital Marketing Manager	\$75,000	\$92,000	\$108,000
UI Designer	\$72,000	\$100,000	\$135,000
UX Designer	\$75,000	\$88,000	\$105,000
UX Architect	\$96,500	\$117,000	\$135,000
UX Researcher	\$78,,000	\$92,000	\$108,000

2024 Salary Data

Positions and Ranges

Digital	Entry Level	Mid Level	Senior Level
Social Media Manager	\$73,000	\$88,000	\$103,000
Front End Developer	\$75,000	\$92,000	\$108,000
Digital Data Analyst	\$55,000	\$67,000	\$78,000
Product Designer	\$60,000	\$72,000	\$83,000
Performance Marketing Manager	\$85,500	\$102,000	\$135,000
Email Marketing Manager	\$68,000	\$82,000	\$95,000

2024 Salary Data

Positions and Ranges

Marketing	Entry Level	Mid Level	Senior Level
PR Communications Specialist	\$60,000	\$76,000	\$89,000
Brand Manager/Director	\$82,000	\$105,000	\$134,000
PR & Communications Manager	\$80,000	\$95,000	\$135,000
Director of Marketing	\$120,000	\$150,000	\$175,000
VP, Marketing & Communications	\$175,000	\$205,000	\$250,000
Marketing Ops Manager	\$78,000	\$94,000	\$108,000

2024 Salary Data

Positions and Ranges

Technology	Entry Level	Mid Level	Senior Level
Chief Information Officer	\$200,000	\$230,000	\$299,000
Chief Information Security Officer	\$200,000	\$230,000	\$299,000
Director of Information Technology	\$138,000	\$159,000	\$198,000
Full Stack Developer (Software Engineer)	\$90,000	\$130,000	\$180,000
.Net Developer (Software Engineer)	\$85,000	\$110,000	\$165,000
Java Developer (Software Engineer)	\$95,000	\$140,000	\$190,000



2024 Salary Data

Positions and Ranges

Technology	Entry Level	Mid Level	Senior Level
Data Analyst	\$75,000	\$92,000	\$130,000
Data Architect	\$135,000	\$165,000	\$225,000
Data Engineer	\$110,000	\$150,000	\$185,000
Front-End Developer/Engineer	\$65,000	\$130,000	\$180,000
Mobile (Android/iOS)	\$90,000	\$123,000	\$170,000
JavaScript (Engineer)	\$94,000	\$120,000	\$155,000

2024 Salary Data

Positions and Ranges

Technology	Entry Level	Mid Level	Senior Level
Network Administrator	\$75,000	\$90,000	\$110,000
Project Manager	\$90,000	\$120,000	\$165,000
Network Engineer	\$90,000	\$120,000	\$160,000
Business Analyst	\$70,000	\$95,000	\$130,000
Systems Administrator	\$70,000	\$93,000	\$125,000
Systems Engineer	\$84,000	\$110,000	\$155,000



Fun Trends & Statistics

Job Seeker Search

49% spend 1-3 hours per week looking for a job

Diverse culture weighs heavy for most millennial job seekers.

Linkedin is top choice for social connection.

Workforce Trends

39% of talent prefer hybrid work schedule.

Executive focus on Employee Experience (EX) 48% of large organizations in the U.S. have a dedicated program for EX. That number will rise to 65%

Ways to Hire Creative Talent with Galore

Contract : We provide you with the most qualified talent in a timely and efficient manner. Whether for one-time projects, scaling teams, or extended absences, our creative talent is available to meet your short and long-term needs.

Direct Hire : Our direct hire solution is selected by clients who do not have the time or internal resources to search for the “perfect” candidate. Our “**Galore Way**” extensive hiring process to select top candidates that will fit in your company culture and are guaranteed to meet your expectations.

Executive Hire : At GCS, we place top creative executive talent in key roles using due diligence, connection, and relationship building to build our leadership talent pool instead of software automation. Our hands-on executive search process is how we find and place the best executive leaders.

WHY WORK WITH GALORE?

Galore Creative Staffing is a creative, marketing and technology niche staffing agency designed to create job opportunities for diverse highly skilled talent seeking a workplace community they can commit their genius!

AVERAGE PLACEMENT TIME

Contract
3-6 Days

Direct Hire
30 to 45 Days



THINK! WORK! BE CREATIVE!

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