



2026

24|seven™

SALARY GUIDE

COMPENSATION & BENEFITS

9986089866





TABLE OF CONTENTS

	01 OVERVIEW PAGE 03	06 EMPLOYEE SENTIMENT PAGE 18
	02 SURVEY DEMOGRAPHICS PAGE 05	07 AI'S DEEPENING IMPACT PAGE 21
	03 COMPENSATION PAGE 07	08 BUILDING ADAPTIVE MARKETING ORGANIZATIONS FOR THE AI ERA PAGE 25
	04 BENEFITS & PERKS PAGE 12	09 SALARY GUIDE PAGE 31
	05 HIRING & TALENT SOLUTIONS PAGE 15	10 ABOUT THE 24 SEVEN FAMILY OF BRANDS PAGE 45



OVERVIEW

OVERVIEW

The talent market is shifting, and 2026 is proving to be a year of recalibration. Compensation expectations continue to climb even as employers are viewed as holding more leverage. Meanwhile, AI is redefining roles faster than many hiring processes can adapt. In this climate, pay alone no longer defines the employment value equation. As the nature of work evolves, candidates are weighing company reputation and longer-term opportunity alongside compensation.

Our 2026 Salary Guide delivers exclusive salary data on nearly **200 roles** and an in-depth look at the forces shaping the year ahead, from compensation trends and employee sentiment to AI's ongoing impact and the growth of flexible talent solutions. The findings are based on survey responses from more than **2,000 professionals** across the Marketing, Creative, Technology, Beauty, Fashion, and Retail industries.

KEY FINDINGS

85%

of employees expect a raise in 2026

85%

say their company is taking steps to make compensation packages more competitive

82%

of organizations plan to hire net-new AI-focused roles in the next 12 months

76%

of employees say benefits and perks are the primary reason they stay

69%

of professionals say their employers take too long to hire





TWO

SURVEY DEMOGRAPHICS



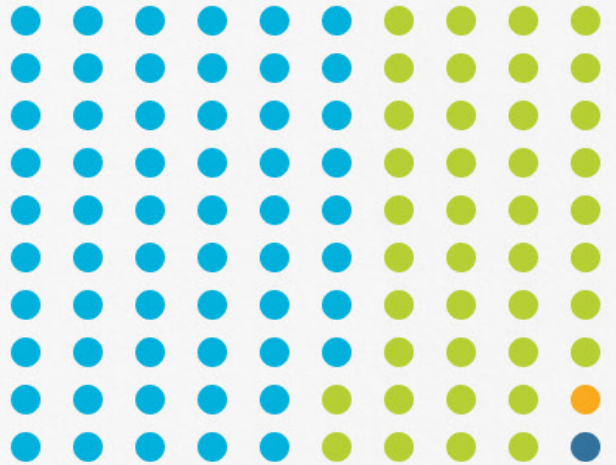
SURVEY DEMOGRAPHICS

NUMBER OF SURVEY PARTICIPANTS

2,029

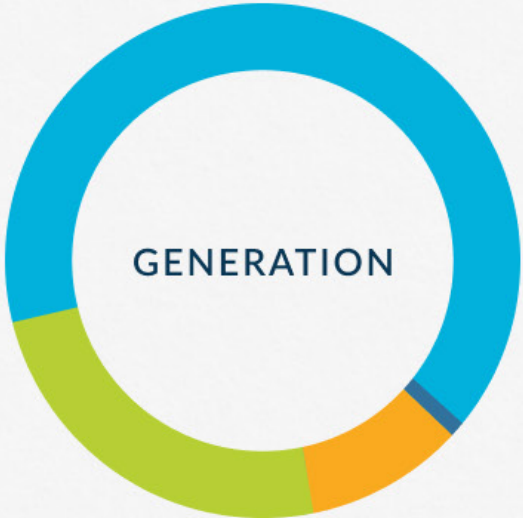
SURVEY CONDUCTED IN Q1 2026
SOME RESPONSES DO NOT
TOTAL 100% DUE TO ROUNDING

GENDER



● MALE: 58% ● NON-BINARY: 1%
● FEMALE: 40% ● NO ANSWER: 1%

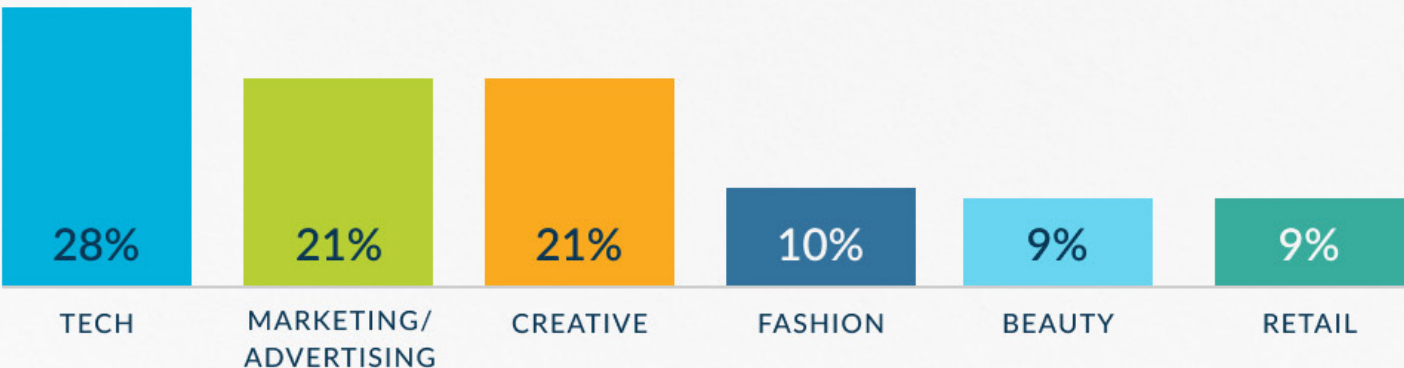
● MILLENNIAL: 65% ● GEN X: 10%
● GEN Z: 24% ● BABY BOOMER: 1%



EMPLOYEE RANK/LEVEL

38% MANAGER **23%** DIRECTOR **15%** NON-MANAGER
14% VP, EXECUTIVE, MANAGING DIRECTOR **11%** C-SUITE

SECTOR





COMPENSATION

COMPENSATION

Financial compensation is still the number one reason people take a job. It is also, increasingly, the reason they leave.



In 2025, **50%** of survey respondents believed employers held more leverage in the employment market. In 2026, that figure has climbed to **63%**. The shift is real, but it carries a risk: Organizations that treat leverage as permission to underinvest in pay may find themselves losing out on top performers they assumed would stay.

More than three-quarters (**77%**) of those surveyed received a raise in 2025, and **85%** expect one this year. Yet satisfaction with pay sits at just **58%**.

That distance between expectation and satisfaction is where retention problems can begin. For executive teams, the solution goes beyond giving annual raises. The organizations poised to pull ahead are crafting compensation systems that are both equitable and durable.

In welcome news for job seekers and employees, **85%** of respondents say their company is actively taking steps to make compensation packages more competitive. The challenge now is ensuring that effort translates into outcomes employees can feel and trust.

WHO HAS MORE LEVERAGE IN THE EMPLOYMENT MARKET?



REPUTATION AS A RECRUITMENT & RETENTION DRIVER

Company reputation now functions as a defining talent strategy, shaping where employers focus their recruitment and retention efforts, and where professionals seek to build their careers.

With company reputation ranking second only to financial compensation, it now outranks work-life balance, flexibility, and career growth opportunities.

What a company stands for, how it treats its people, and whether its public image matches the internal culture are crucial. Millennial and Gen Z professionals, in particular, thoroughly research employers before applying, and they discuss workplace experiences openly online. For them, reputation is no minor factor.

For leaders, that means reputation should command the same deliberate investment as any other talent strategy.

Organizations that clearly define their brand promise and then deliver on it will earn the attention of the best and brightest candidates.



WHAT IS MOST IMPORTANT TO YOU IN AN EMPLOYER?

- #1** Financial compensation
- #2** Company reputation
- #3** Commitment to work-life balance

COMPENSATION CLARITY IS MORE THAN A NUMBER

For organizations reassessing how they recruit and retain talent, headline increases alone won't likely translate into greater employee confidence, loyalty, or satisfaction. Savvy employers treat pay as a strategic investment, not a transaction, across five areas of long-term workforce planning.

1 Regular market benchmarking

Ensuring pay stays competitive as roles, skills, and demands evolve

2 Performance-based differentiation

Aligning compensation with measurable individual impact

3 Broader incentive participation

Expanding access to bonus programs beyond the leadership level

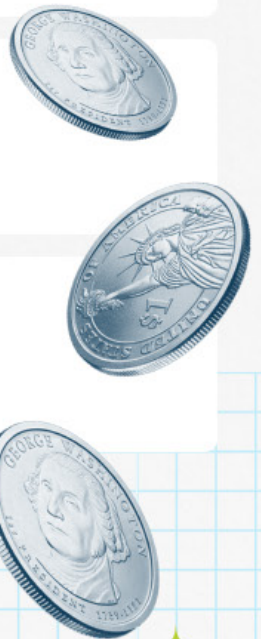
4 Transparent total compensation

Helping employees understand the full value of what they receive beyond base salary

5 Defined opportunities

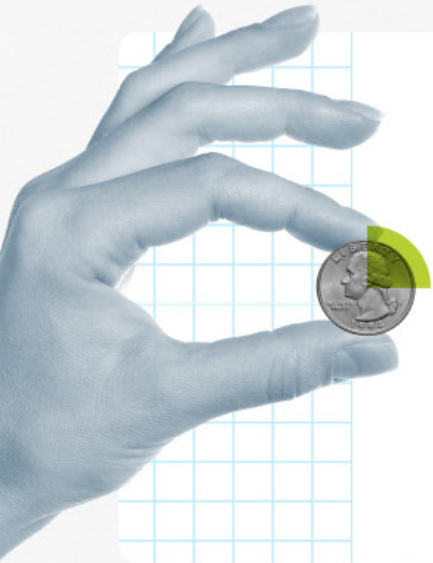
Giving workers a clear line of sight between professional advancement paths and pay growth

Organizations that get compensation right are paying people better and are committed to communicating *all* the reasons to join and stay.



SIDE HUSTLES & SALARY STRESS

Nearly half (43%) of fully employed workers freelanced in the past year. For many, it's a choice: 47% say their full-time compensation is adequate, but they freelance for supplemental income anyway.

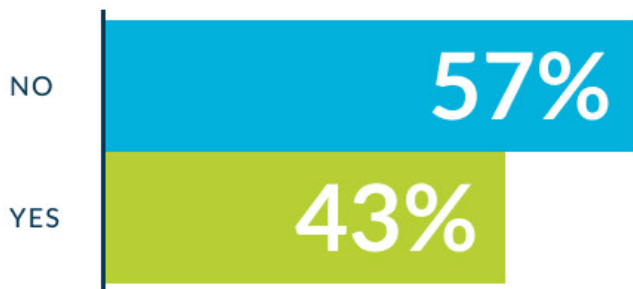


24%

say freelancing is a necessity because their salary doesn't cover their needs



HAVE YOU TAKEN ON ANY FREELANCE PROJECTS IN THE LAST YEAR?



When nearly **one in four employees** are doing a side hustle out of financial concern rather than professional ambition, it's a signal to take seriously.

The irony for leaders is that the talent they most want to keep is often the most capable of finding other opportunities.

Getting ahead of that means regularly reviewing salaries and making growth pathways unmistakably clear.



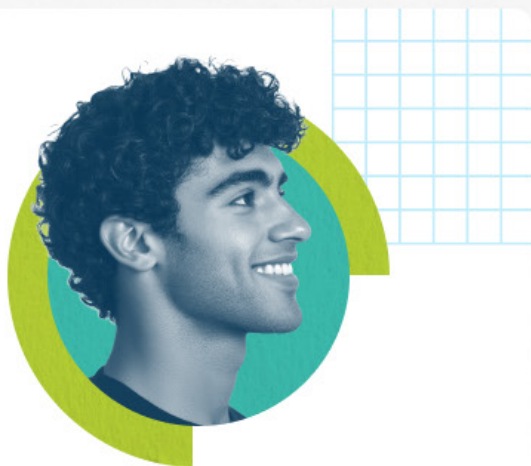
BENEFITS & PERKS

BENEFITS & PERKS

A solid benefits package is now regarded as a baseline expectation.

A huge majority of employees (**91%**) say benefits directly influence whether they pursue a job at all. For **76%**, they're also the primary reason they stay with an employer.

Employer-sponsored programs no longer stop at healthcare and retirement plans. Flexibility – where and how work gets done – is strongly desired, often weighted as heavily as traditional perks.



76%

of employees reported that they stay in their jobs primarily for the benefits and perks



83%

of employees prefer hybrid or fully remote work

At the same time, the data reveals a tension: while **51%** of employers have added benefits in the past year, **46%** of employees say their share of the costs has increased over the same period.

Organizations that expand what's offered while shifting the monetary burden to employees are at risk of undermining the goodwill they're trying to establish. What ultimately matters is how those offerings stack up against the benefits that workers already view as table stakes.



MOST COMMONLY OFFERED HEALTH BENEFITS & PERKS

#1 Medical coverage

#4 Dental coverage

#2 Mental health coverage

#5 Critical illness coverage

#3 Vision care coverage



MOST COMMONLY OFFERED FINANCIAL BENEFITS & PERKS

#1 401(k) with employer match

#4 401(k) without employer match

#2 Pension plan

#5 Stock options

#3 Profit sharing





HIRING & TALENT SOLUTIONS

HIRING & TALENT SOLUTIONS

How organizations find, engage, and deploy talent is being tested on multiple fronts. Hiring timelines have stretched beyond what many candidates will tolerate. Quickly accessing talent with highly specialized skills, particularly in the AI space, remains difficult. And the traditional full-time hiring model, while still important, is no longer sufficient on its own.

The firms navigating this climate most effectively are treating flexible talent solutions not as a backup plan but as a core part of how work gets done. They are operating with efficiency and discipline across every hiring decision, regardless of engagement type.

THE PRICE OF A PROLONGED HIRING PROCESS

Speed is a competitive advantage in hiring, and many organizations are squandering it. **Sixty-nine percent** of the individuals surveyed say their companies take too long to hire full-time employees, contractors, and consultants. Only **29%** of organizations fill open roles within four weeks. The majority take one to two months, and nearly three in ten are still searching at the three-month mark and beyond. By then, the compounding costs of vacancies are likely taking a substantial toll.

THE DOWNSTREAM EFFECTS OF HIRING BOTTLENECKS ARE SIGNIFICANT: ↘

49%

report higher recruitment costs tied to extended processes

47%

say delays increase burnout and turnover on existing teams

39%

say their companies lose skilled candidates to faster competitors

Hiring leaders who clarify role scope earlier, streamline evaluation and decision-making stages, and reduce approval friction can secure talent and sustain momentum.

THE RIGHT TALENT, RIGHT NOW

Prolonged vacancies are prompting leaders to supplement full-time hiring with more flexible talent solutions models.

When needs are niche, time-sensitive, or project-based, the most direct path to the right expertise is frequently a contractor or consultant.

At 24 Seven, we help organizations distinguish when to invest in permanent hires and when to move fast to bring in skilled contractors or consultants who can deliver on day one. 24 Seven offers:



1 **Ready-to-engage professionals**
with proven experience who'll hit the ground running

2 **Deep functional expertise**
across marketing, creative, and technology

3 **Adaptable engagement options**
that include contract, contract-to-hire, direct placement, embedded teams, and agency models

4 **Streamlined evaluation & assessment**
to significantly shorten hiring timelines

5 **Market-informed hiring guidance**
to support competitive, well-calibrated offers

In a market where neither quickness nor quality can be sacrificed, having the right talent solutions partner turns hiring pressure into hiring precision.



EMPLOYEE
SENTIMENT

EMPLOYEE SENTIMENT

How employees feel about their work, their employers, and their futures has a direct effect on company performance, retention, and organizational culture.

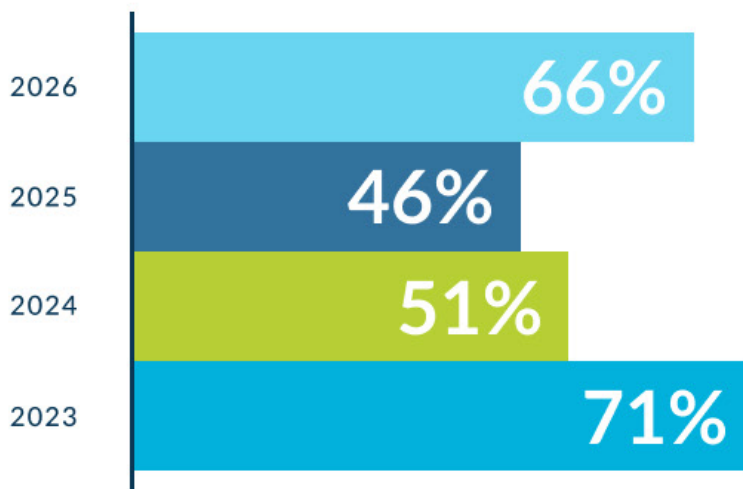


The story this year is not a simple or straightforward one. **Seventy-nine percent** of employees say they are engaged at work, and **66%** are happy in their jobs. The number of employees who feel valued has rebounded sharply, jumping from **46%** in 2025 to **66%** this year.

The problem is that **nearly half (45%)** also say they have never felt more stressed about balancing their personal and professional lives.

Positive engagement metrics do not cancel out persistent pressure to keep pace with ever-growing demands. Organizations that fail to address mounting workloads and insufficient staffing are relying on loyalty that will have its limits.

DO YOU FEEL VALUED? "Yes."



TRUST IN ACTION

Organizations that are seeing improved employee sentiment are not relying on symbolic engagement efforts. They are reinforcing trust by prioritizing the following:



1 Stress prevention over recovery

Addressing workload imbalances and mental health needs before burnout shows up as disengagement or attrition



2 Recognition with substance

Acknowledging specific individual and team contributions and results rather than defaulting to generic praise



3 Clear, consistent communication

Establishing frequent, straightforward, and transparent communication from leadership



4 Smarter talent solutions

Leveraging freelance, contract, and consultant talent to keep core employees from absorbing more responsibilities than they can sustain

Amid constant change, role and goal clarity is its own form of stability. Employees who know what is expected of them, how decisions get made, and what success looks like are far better equipped to deliver it.



AI'S DEEPENING IMPACT

AI'S DEEPENING IMPACT

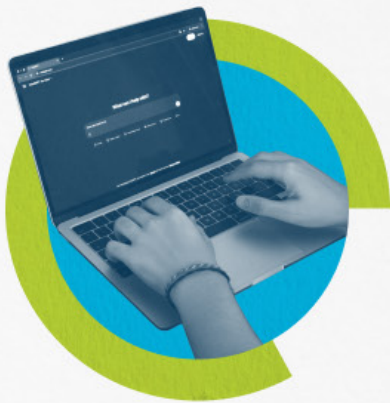
AI is at an inflection point. Most organizations are well beyond the question of whether to invest in AI. The priority now is execution. Hiring pipelines for AI-skilled talent are not keeping up with demand, assessment standards remain wildly inconsistent, and the gulf between what organizations need and what the market can supply is widening.

Hiring the wrong person for an AI-focused role can slow progress, compromise workflows, and erode team confidence in the technology. Bottom line: Without the right human expertise in place, even well-funded AI initiatives stall.

THE AI TALENT SUPPLY STRAIN

AI is already embedded in how many organizations hire. Nearly half use it for specific tasks such as resume screening, and **22%** are deploying it extensively across recruitment.

Eighty-two percent plan to hire net-new AI-focused roles in the next 12 months, and budgets are following: **64%** of organizations increased their AI talent spend compared to last year.



82%
plan to hire net-new
AI-focused roles
in the next 12 months

When it comes to sourcing and recruiting AI-skilled talent, employers are now leaning decisively toward staffing partners. Talent solutions agencies are the top sourcing method, ahead of professional networking platforms and job boards.

WHAT IS YOUR PRIMARY METHOD FOR RECRUITING & SOURCING AI-SKILLED TALENT?

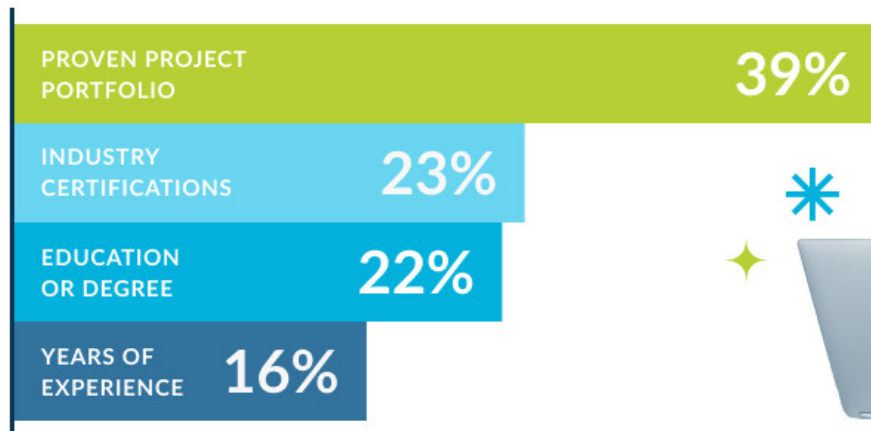


THE AI ASSESSMENT PROBLEM

Evaluating candidates for AI roles is exposing blind spots across many firms. Assessing genuine skill level is the largest challenge when hiring AI talent, ahead of talent shortages and compensation expectations.

A proven project portfolio carries more weight than formal degrees or industry certifications, but evaluating its depth and quality requires expertise most internal hiring teams do not yet have. Credentials have multiplied faster than the standards used to validate them. As a result, organizations are often hiring on confidence rather than evidence – and discovering misalignment only after the damage is done.

WHEN SELECTING AI TALENT, WHICH FACTOR IS MOST IMPORTANT?



HOW AI IS BEING DEPLOYED

For many organizations, flexible staffing is now the central strategy, not a workaround. Nowhere is this more evident than in the AI space, where talent scarcity is most acute and flexible engagement is already embedded in how organizations build capability.


Full-time employees account for 42% of AI roles, but the remaining majority (58%) is sourced through contractors, consulting firms, embedded teams, or blended talent models. AI is setting the template for what modern workforce strategy looks like.

THE DISRUPTION DASHBOARD


Not every role is equally exposed to AI disruption, but AI is affecting a broader range of jobs than many organizations anticipate. For hiring managers, these shifts have direct implications for how roles are scoped, what skills command a premium, and when to tap outside resources.

ACCORDING TO THOSE SURVEYED, THE AREAS CURRENTLY FACING THE BIGGEST DISRUPTIONS ARE:

1
Data analytics




2
Copywriting



3
Design



4
Social media management



24 SEVEN'S APPROACH TO AI TALENT

The companies gaining the most traction with AI are backing their technology investments with highly skilled, vetted talent who can operationalize AI across teams and functions. At 24 Seven, we connect organizations with talent that can drive AI adoption and successfully integrate it.

Whether an organization is assessing its transformation readiness, building new workflows, or expanding AI across the enterprise, putting the right people in place is the foundation to success. That is the work we do.



BUILDING ADAPTIVE
MARKETING
ORGANIZATIONS
FOR THE AI ERA

BUILDING ADAPTIVE MARKETING ORGANIZATIONS FOR THE AI ERA

Marketing has evolved beyond channels, campaigns, or headcount.

In environments that change constantly, marketing is now defined by how effectively teams connect insight to action, creativity to data, and strategy to execution. Today's top marketing departments and organizations fuel growth by balancing analytical rigor with human intuition and by embracing flexibility in how work gets done and who does it.



Marketers That Matter®, a 24 Seven subsidiary, interviewed industry leaders about how modern marketing teams drive performance, what skills matter most today, and how leadership roles have evolved alongside AI.

Their perspectives reinforce a broader pattern that the 24 Seven team is seeing across the hiring market: a decisive move away from rigid org charts and static role definitions toward adaptive talent models designed to learn quickly, collaborate deeply, and deliver measurable business impact.

KEY CHARACTERISTICS OF A HIGH-PERFORMING MODERN MARKETING TEAM

Across industries, leaders consistently describe high-performing marketing teams as agile and insight-driven. They blend strategic clarity with deep customer understanding and strong cross-functional partnership.



“Modern marketing teams require three core capabilities: curiosity to uncover insight, empathy to understand customers, and the ability to work cross-functionally with speed to drive results.”

WENDY BERGH, CMO
RAKUTEN REWARDS



“A highly productive modern marketing team operates at the intersection of strategy and empathy. They don’t just execute; they connect.”

KRISTY LORUSSO, CMO
KAISER PERMANENTE



“They truly tie all investments to the broader company’s goals and know their customer to an unreasonable level.”

SEAN HARRIS, PRESIDENT & CMO
EERO

TODAY'S TOP SOFT SKILLS & TECHNICAL ABILITIES

As marketing becomes more data-rich and tech-enabled, leaders are prioritizing marketing professionals who combine analytical fluency with excellent judgment and creative instincts.



“We are moving from specialists to strategic operators as AI handles more execution, increasing the premium on judgment, strategy, and synthesis.”

MOLLY BIBER, CMO
EMORY HEALTHCARE



“The top skills start with curiosity and a growth mindset, especially with how quickly the marketing landscape keeps changing. On the technical side, that shows up as comfort with data and dashboards, an understanding of the martech ecosystem, and AI literacy.”

JESSICA STEJSKAL, CHIEF EXPERIENCE OFFICER
BRIDGEWATER BANK



“Innately curious leaders who lean into adopting new tools. People willing to disrupt the historical channel-first vertical view of the world and move to a horizontal, experience-first view.”

MARGARET MURPHY, FOUNDER & CEO
BOLD ORANGE COMPANY

HOW AI IS INFLUENCING THE TRAITS LEADERS SEEK

AI is altering not just how marketing work gets done, but who leaders hire, how teams are structured, and which human capabilities are becoming more valuable as technology accelerates.



“Hiring now favors orchestrators over executors. I look for AI-native thinkers who view LLMs as collaborators, not just tools. Critical traits include algorithmic intuition and curated taste, as the human role shifts from manual production to high-level editing and strategic architecture.”

SCOTT MORRIS, CMO
SPROUT SOCIAL



“We probe for examples that demonstrate that people are early adopters of tech and have taken initiative to become in-house mavens who lean into tinkering to solve problems or push boundaries.”

NII MANTSE ADDY, CMO
PHILO



“AI has added new layers to how we work, but it hasn’t changed what we value most: expertise, intuition, and creativity.”

JILL RENSLOW, CHIEF BUSINESS DEVELOPMENT & MARKETING OFFICER
MALL OF AMERICA



“It’s still evolving, but at a minimum, it is important that candidates are personally using AI and leveraging the tools. Aside from the obvious productivity benefits, it signals curiosity, which is critical for any successful marketer.”

DAVE SCHNEIDER, VP & CMO
RED WING SHOE CO.

WHAT'S CHANGED MOST FOR LEADERS IN THE LAST FIVE YEARS?

Over the past five years, marketing leadership has moved from managing output to orchestrating systems, talent, and technology in pursuit of faster learning, greater relevance, and sustained growth.



“Five years ago, marketing leadership was more focused on campaigns, annual plans, and larger teams to produce output. Today, I think more in terms of systems and feedback loops. I focus on how data flows, how we learn from performance, and how channels work together over time. I prioritize speed of learning over perfection.”

BRIAN DONNELLY, CHIEF COMMERCIAL OFFICER
MYRIAD GENETICS



“We are clearly in the Wild West, and no one really knows where all this is going, so I have a greater willingness to ask the ‘dumb’ questions and seek out education and training to better assess the future.”

ANNA E. BANKS, EVP & CMO
AARP



“I have been in marketing for 30 years, before laptops, social media, and email. Be an early adopter, figure out what works, don't be afraid to test, use, and sunset frequently. And in the end, continue to focus on basic human needs at the core of marketing messaging.”

LYNN FARMER, CHIEF AUDIENCE & ENGAGEMENT OFFICER
MINNEAPOLIS INSTITUTE OF ARTS



SALARY GUIDE

Salary range figures are based on national industry averages as well as internal compensation data. Salaries for the nearly 200 positions listed 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](#).

SALES, DIGITAL MARKETING, CREATIVE, & CONTENT

ROLE	LOW	HIGH
3D Designer	\$62,500	\$139,000
Account Director	\$139,000	\$201,000
Account Executive/Manager	\$57,000	\$139,000
Account Supervisor	\$88,000	\$161,000
Art Director	\$108,000	\$167,000
Associate Creative Director	\$125,000	\$207,000
Back-End Web Developer	\$97,000	\$139,000
Brand Director	\$165,000	\$286,000
Brand Manager	\$91,000	\$172,000
Business Development Manager	\$75,000	\$144,000
Communications Manager	\$85,000	\$133,000
Community Manager	\$62,500	\$115,000
Concept Artist	\$63,000	\$126,000
Consumer Insights Manager	\$91,000	\$156,000
Content Development Manager	\$75,000	\$171,000
Content/Copy Editor	\$61,000	\$114,500
Content Specialist	\$62,500	\$97,000
Copywriter	\$62,500	\$147,500

SALES, DIGITAL MARKETING, CREATIVE, & CONTENT

ROLE	LOW	HIGH
Creative Director	\$143,000	\$219,500
Creative Manager	\$62,500	\$137,000
Creative Services Manager	\$65,000	\$142,000
CRM Manager	\$114,500	\$165,000
Customer Success Manager	\$75,000	\$133,000
Design Strategist	\$71,000	\$162,500
Digital Designer	\$67,500	\$139,000
Digital Producer	\$92,000	\$165,000
Digital Project Manager	\$88,000	\$165,000
Digital Strategist	\$88,000	\$165,000
Director, Business Development	\$127,000	\$202,000
Director, Marketing	\$148,000	\$187,500
Director, Sales	\$126,000	\$212,000
Director/Lead UX	\$143,000	\$257,000
E-Commerce Marketing Manager	\$116,000	\$165,000
Email Developer	\$86,000	\$137,000
Email Marketing Manager	\$108,000	\$140,000
Events Manager	\$75,000	\$137,000

SALES, DIGITAL MARKETING, CREATIVE, & CONTENT

ROLE	LOW	HIGH
EVP/SVP/VP Marketing	\$192,000	\$337,500
EVP/SVP/VP Sales/BD	\$143,000	\$345,000
Game Designer/Specialist	\$65,000	\$126,000
Graphic Designer	\$75,000	\$106,000
Growth Marketing Manager	\$86,000	\$166,000
Illustrator	\$61,000	\$109,000
Industrial Designer	\$76,000	\$133,000
Influencer Marketing Manager	\$83,000	\$166,000
Information Architect	\$97,000	\$171,000
Market Research Manager	\$86,000	\$150,000
Marketing Acquisition	\$91,000	\$167,000
Marketing/Digital Marketing Coordinator	\$62,000	\$82,000
Marketing/Digital Marketing Manager	\$108,000	\$160,000
Media Buyer	\$81,500	\$160,000
Media Planner	\$62,500	\$137,000
Media Supervisor	\$79,500	\$160,000
Mobile Designer	\$75,000	\$149,000
Motion Graphics Designer	\$75,000	\$137,000

SALES, DIGITAL MARKETING, CREATIVE, & CONTENT

ROLE	LOW	HIGH
Package Designer	\$71,000	\$133,000
Photographer	\$68,000	\$149,000
PowerPoint Designer	\$71,000	\$133,000
Print Project Manager	\$85,000	\$125,000
Producer	\$68,000	\$149,000
Product Designer	\$87,000	\$183,000
Product Manager	\$86,000	\$173,000
Production Artist	\$65,500	\$133,000
Production Manager	\$70,000	\$133,000
Project Manager	\$75,000	\$160,000
Proofreader	\$57,000	\$85,000
Public Relations Manager	\$85,500	\$118,500
Paid Search Specialist	\$65,000	\$115,000
SEM Specialist	\$97,000	\$183,000
SEO Specialist	\$88,000	\$145,000
Social Media Manager	\$78,000	\$120,000
Studio Manager	\$79,500	\$142,000
Traffic Coordinator	\$63,000	\$76,500

SALES, DIGITAL MARKETING, CREATIVE, & CONTENT

ROLE	LOW	HIGH
Traffic Manager	\$63,000	\$99,000
Training & Education Manager	\$79,500	\$142,000
UX Designer/Product Designer	\$79,500	\$145,000
UI Designer	\$80,000	\$166,000
Video Editor/Producer	\$75,000	\$143,000
Videographer	\$65,000	\$133,000
Visual/Web Designer	\$63,000	\$160,000

TECHNOLOGY, DATA

ROLE	LOW	HIGH
Back End Developer (Jr.)	\$75,000	\$108,000
Back End Developer (Mid)	\$119,500	\$148,500
Back End Developer (Sr.)	\$160,000	\$194,000
Business Intelligence Engineer	\$74,000	\$160,000
Data Analyst (Jr.)	\$57,000	\$85,500
Data Analyst (Mid)	\$97,000	\$132,000
Data Analyst (Sr.)	\$142,000	\$187,500
Data Scientist (Jr.)	\$63,000	\$113,500
Data Scientist (Mid)	\$119,000	\$137,000
Data Scientist (Sr.)	\$171,000	\$205,000
Desktop/IT Support	\$58,000	\$91,000
Front End Developer (Jr.)	\$68,000	\$110,500
Front End Developer (Mid)	\$114,500	\$137,000
Front End Developer (Sr.)	\$147,500	\$181,500
Full Stack Developer (Jr.)	\$85,500	\$118,500
Full Stack Developer (Mid)	\$137,000	\$160,000
Full Stack Developer (Sr.)	\$171,000	\$205,000

FASHION DESIGN, TECHNICAL DEVELOPMENT & PRODUCTION

ROLE	LOW	HIGH
Accessories Designer	\$90,000	\$155,000
Apparel Graphic Designer	\$66,000	\$110,000
Assistant Designer	\$61,000	\$72,000
Associate Designer	\$77,000	\$87,000
CAD Designer	\$62,000	\$82,000
Colorist	\$55,000	\$104,000
Design Room Coordinator/Assistant	\$61,000	\$76,000
Director, Design	\$147,500	\$208,000
Director, Fashion	\$142,000	\$180,000
Director, Technical	\$128,000	\$182,000
Director, Trend	\$142,000	\$230,000
VP Design	\$165,000	\$225,000
SVP Design	\$220,000	\$300,000
EVP Design	\$295,000	\$328,000
Footwear Designer	\$88,000	\$150,000
Jewelry Designer	\$104,000	\$169,500
Pattern Maker	\$87,000	\$164,000
Product Development Manager	\$105,000	\$150,000

FASHION DESIGN, TECHNICAL DEVELOPMENT & PRODUCTION

ROLE	LOW	HIGH
Product Line Manager (PLM)	\$109,000	\$175,000
Production Assistant/Coordinator	\$71,000	\$88,000
Production Manager/Supervisor	\$98,500	\$136,500
QA/QC	\$60,000	\$109,000
Research & Development Manager	\$115,000	\$169,500
Sample Coordinator	\$60,000	\$71,000
Sourcing Manager/Supervisor	\$98,500	\$169,500
Studio Manager	\$66,000	\$98,500
Supply Chain Manager	\$114,000	\$230,000
Technical Designer	\$98,500	\$140,000
Textile Designer	\$66,000	\$114,000

OPERATIONS, HUMAN RESOURCES

ROLE	LOW	HIGH
Account/Finance Manager	\$97,000	\$181,000
Administrative/Executive Assistant	\$57,000	\$126,000
Architect	\$106,000	\$209,000
Benefits & Payroll Manager	\$76,000	\$125,000
Collections	\$57,000	\$67,000
Customer Service Representative	\$57,000	\$65,000
Customer Service Manager	\$57,000	\$104,000
Director, Diversity, Equity, & Inclusion	\$125,000	\$188,000
Director, Recruiting	\$125,000	\$222,000
Human Resources Assistant	\$57,000	\$73,000
Human Resources Manager	\$76,000	\$160,000
Operations Manager	\$113,000	\$227,000
Recruiter	\$62,000	\$153,000
VP/Director, Finance	\$125,000	\$295,000
VP/Director, Human Resources	\$125,000	\$295,000
VP/Director, Operations	\$171,000	\$342,000

PLANNING, MERCHANDISING, & BUYING

ROLE	LOW	HIGH
Allocator	\$82,000	\$104,000
Associate/Assistant Buyer	\$76,000	\$98,000
Associate/Assistant Merchandiser	\$88,000	\$98,000
Buyer	\$98,000	\$115,000
Demand Planner	\$109,000	\$159,000
Director, Buying	\$137,000	\$202,000
Division Merchandise Manager	\$169,000	\$284,000
E-Commerce/Web Merchandising	\$81,000	\$131,000
EVP/SVP/VP Merchandising	\$202,000	\$399,000
EVP/SVP Merchandising	\$170,000	\$399,000
Merchandiser	\$98,000	\$137,000
Planner	\$109,000	\$159,000
Planning Manager	\$137,000	\$180,000
VP, Merchandising	\$169,000	\$399,000
VP, Planning	\$170,000	\$345,000

RETAIL, E-COMMERCE & STORE LEVEL, ENVIRONMENT DESIGN & ARCHITECTURE

ROLE	LOW	HIGH
Area Manager	\$93,000	\$126,000
Assistant Store Manager	\$66,000	\$93,000
Department Manager	\$60,000	\$88,000
Director of Stores	\$147,000	\$251,000
Director, E-Commerce	\$126,000	\$241,000
District Manager	\$98,000	\$147,000
Key Holder/Supervisor	\$66,000	\$76,000
Regional Manager	\$114,000	\$202,000
Regional Sales Manager	\$147,000	\$190,000
Retail Operations	\$71,000	\$104,000
Sales Associate	\$61,000	\$71,000
Sales Manager	\$61,000	\$71,000
Stock Associate	\$61,000	\$82,000
Stock Manager	\$66,000	\$93,000
Store Manager	\$82,000	\$137,000
Training & Education Manager	\$76,000	\$142,000
VP/Director, Retail	\$147,000	\$289,000

AI ENGINEERING, PRODUCT & STRATEGY

ROLE	LOW	HIGH
AI Engineer	\$93,000	\$185,000
Machine Learning Engineer	\$98,000	\$180,000
Data Scientist	\$88,000	\$165,000
AI Product Manager	\$113,000	\$196,000
AI Researcher	\$103,000	\$191,000
NLP Engineer	\$98,000	\$175,000
Computer Vision Engineer	\$98,000	\$175,000
MLOps Engineer	\$103,000	\$180,000
Prompt Engineer	\$98,000	\$165,000
AI Solutions Architect	\$113,000	\$196,000
AI Consultant	\$93,000	\$175,000
AI Trainer/Coach	\$82,000	\$144,000
AI Ethics Specialist	\$88,000	\$165,000
Deep Learning Engineer	\$93,000	\$155,000
AI Strategist	\$82,000	\$144,000
AI Content Creator	\$93,000	\$155,000
Analytics/Data Engineer	\$103,000	\$185,000
AI Risk & Compliance Specialist	\$103,000	\$180,000

AI ENGINEERING, PRODUCT & STRATEGY

ROLE	LOW	HIGH
Agent Architect	\$93,000	\$165,000
Forward-Deployed AI Engineer	\$98,000	\$185,000
AI Architect or AI Workflow Architect	\$110,000	\$185,000
AI Content Systems Engineer	\$95,000	\$160,000
AI Agent Product Lead	\$110,000	\$185,000
AI Governance & Risk Lead	\$105,000	\$180,000



ABOUT THE 24 SEVEN FAMILY OF BRANDS

ABOUT THE 24 SEVEN FAMILY OF BRANDS

24 Seven partners with companies to get marketing, creative, and digital work done by providing the right talent, innovation, and insights. Our robust suite of service offerings enables us to identify customized talent solutions for any situation. We drive meaningful impact by helping organizations navigate change in today's evolving environment. The 24 Seven Family of Brands includes these subsidiaries:



The Sage Group provides exceptional marketing and business operations consultants, contractors, and permanent talent that drive results for leading companies across industries.



SketchDeck is a next-generation creative agency that empowers organizations to seamlessly scale their marketing efforts by accessing all the design services they need in one place.



Simplicity helps brands run their marketing and operations programs with highly specialized consultants in digital marketing, strategic communications, and project management.



The Cydio Group is a specialized IT staffing firm that provides innovative, first-hand knowledge of the information technology space. With over two decades of direct industry experience, the team is uniquely positioned to connect top-tier IT professionals with notable organizations.

ABOUT THE 24 SEVEN FAMILY OF BRANDS



Marketers That Matter® is a thriving community of influential marketing executives coming together to share innovation and insights.



CORE is a trusted technology staffing partner that helps organizations accelerate digital transformation through expert solutions. With a people-first approach, CORE delivers scalable, tailored technology solutions that enhance efficiency, adaptability, and long-term success.



Futureman is an experiential and content advertising agency that helps brands connect with audiences through bold strategy, transformative activations, digital experiences, and world-class original content.



MTP specializes in delivering creative and marketing talent solutions, empowering organizations to scale quickly, drive impact, and bring bold ideas to market.



Markacy is a marketing consulting firm that helps businesses optimize growth investments to achieve sustained performance. By integrating strategy, execution, and measurement, Markacy delivers end-to-end expertise across all major marketing channels.

To learn how we can help you with your hiring or job search needs, please visit 24seventalent.com.



2026

24|seven™

SALARY GUIDE

COMPENSATION
& BENEFITS