



# 2025 Mid-Year **Salary Guide**

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Your essential resource for navigating today's dynamic talent market.





# Table of Contents

Click on page numbers and section titles to jump to the salary data and trends information you want to see.

[3 | Introduction](#)

---

[4 | Key Trends Reshaping the Talent Market](#)

---

[5 | Accounting & Finance](#)

---

[9 | Information Technology](#)

---

[14 | Human Resources](#)

---

[18 | Corporate Support & Supply Chain](#)

---

[23 | Marketing, Digital & Creative](#)

---

[27 | Project Consulting Solutions](#)

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# Introduction

The first half of 2025 brought both challenges and opportunities to the hiring landscape. Businesses are refining their hiring strategies while candidates and consultants navigate an increasingly competitive and evolving job market.

This updated edition offers:

- The latest salary benchmarks across all our specialized divisions.
- Insights into shifting workforce expectations and hiring trends.
- Strategic guidance for attracting and retaining top talent in the second half of the year.

Whether you're a hiring manager recalibrating compensation strategies or a professional assessing your market value, our guide delivers the data and insights you need to stay ahead.

*Ann Pace*      *A. S. Conner*







# Key Trends Reshaping the Talent Market

01

## AI Curiosity Meets Caution

Across nearly every division, from Accounting & Finance to IT and Project Consulting, AI is top of mind. But most organizations are still in the early stages, curious but cautious. Adoption is often stalled due to unclear return on investment (ROI), regulatory concerns, or a lack of internal expertise. Instead of rushing to implement AI, companies are exploring where it fits and how it can genuinely improve efficiency without disrupting operations.

02

## Flexibility and Agility Are Winning the Talent War

Whether it's hybrid work, interim engagements, or cross-functional skillsets, flexibility is a competitive advantage in today's talent market. Candidates are choosing employers who offer autonomy and adaptability, and companies are prioritizing hires who can pivot quickly, scale with growth, and wear multiple hats. Agile HR, adaptable admin roles, and rotational leadership tracks are now mainstream.

03

## Strategic Talent Investments Despite Market Hesitancy

While economic uncertainty is causing some hiring freezes or cautious spending, forward-thinking companies are seizing the opportunity to attract undervalued, open-to-work talent and strategically backfill or upgrade roles. This is evident in finance, legal, and tech, where confidential searches and consulting engagements are used to strengthen teams without fully committing to long-term headcount expansion.

04

## The Rise of Project and Consulting Work Alongside Traditional Staffing

Across functions like Accounting & Finance, HR, and IT, we're seeing a growing preference for project-based consulting to address specific, high-impact business needs. While traditional interim staffing continues to play a vital role in day-to-day operations, organizations are increasingly engaging consulting talent for complex initiatives such as M&A integration, ERP implementation, and compliance upgrades, favoring outcome-oriented solutions that drive measurable results.

05

## Technology Is No Longer a Bonus, It's a Baseline

Across all disciplines, tech proficiency is table stakes. Whether it's marketing automation, data visualization, or HRIS systems, companies expect talent to be fluent in the tools that power modern business. And roles that blend functional expertise with digital savvy, like data-driven marketers or operationally minded admins, are commanding premium offers.

06

## Employer Branding and Culture Are Deciding Factors

Top candidates across all disciplines, especially in HR and Marketing, are evaluating more than compensation. Company culture, leadership transparency, and career development opportunities are key factors influencing offer acceptance and long-term employee engagement. In a crowded talent market, clear and consistent messaging around values, flexibility, and growth is a top hiring differentiator.



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## Accounting & Finance

# Accounting & Finance Trends



01

## Strategic Finance Talent in High Demand

With rising expectations and fierce competition, today's finance leaders need more than technical skills. Professionals who pair business acumen with emotional intelligence and communicate clearly across all levels, are essential. Confidence and clarity are must-haves for driving strategic impact.

02

## AI and Automation on the Rise

Artificial intelligence and process automation tools are transforming operational accounting, helping streamline month-end close, detect fraud, and reduce costs.

03

## The Rise of Project and Consulting Work Alongside Traditional Staffing

Across all functions, we're seeing a growing preference for project-based consulting to address specific, high-impact business needs. While traditional interim staffing continues to play a vital role in day-to-day operations, organizations are increasingly engaging consulting talent for complex initiatives such as M&A integration, ERP implementation, and compliance upgrades, favoring outcome-oriented solutions that drive measurable results.

04

## Opportunity Amid Hiring Hesitation

While market uncertainty is causing many businesses to delay critical hiring needs, other companies are taking advantage and hiring open-to-work talent from those same companies that are currently overworked and severely understaffed.

05

## Strategic Backfilling on the Rise

Confidential searches are on the rise as companies capitalize on favorable market conditions to upgrade their finance talent without disrupting current operations and maximize opportunities.

# Accounting & Finance Salary Data



Finance	Low	High
CFO (Chief Financial Officer)	\$250K	\$350K+
VP of Finance	\$200K	\$250K+
Director of Finance/FP&A	\$160K	\$190K
Financial Systems Manager	\$150K	\$225K
FP&A Manager	\$120K	\$140K
Senior Analyst	\$90K	\$110K
FP&A Analyst	\$70K	\$95K

Accounting	Low	High
Chief Accounting Officer	\$225k	\$260k+
Controller	\$135k	\$180k+
Assistant Controller	\$125k	\$145k
Accounting Manager	\$115k	\$130k
Senior Accountant	\$85k	\$105k
Staff Accountant	\$65k	\$80k
AP/AR Specialist	\$50k	\$60k

Tax	Low	High
Chief Tax Officer	\$250k	\$300k
Tax Director	\$200k	\$230k
Senior Tax Manager	\$165k	\$190k
Tax Manager	\$120k	\$160k
Tax Analyst/Senior Analyst	\$80k	\$115k

# Accounting & Finance Salary Data



Payroll	Low	High
Director of Payroll	\$140k	\$170k
Payroll Manager	\$115k	\$130k
Payroll Analyst	\$75k	\$95k
Payroll Specialist	\$65k	\$80k

Treasury	Low	High
VP of Treasury	\$190k	\$220k
Treasury Manager	\$125k	\$145k
Senior Analyst	\$90k	\$120k
Treasury Analyst	\$70k	\$90k

Audit	Low	High
Audit Manager	\$130k	\$155k
Senior Auditor	\$100k	\$120k
Lead Auditor	\$95k	\$115k





# Information Technology



# Information Technology Trends



01

## Above-Average Job Growth in North Carolina

North Carolina's IT sector is projected to grow by 12.3% between 2024 and 2029, outpacing the national average by 2.6 percentage points. Charlotte remains a key contributor to this expansion, fueled by ongoing digital transformation across industries.

02

## High Demand for Specialized Skills

Employers in Charlotte are actively seeking candidates in roles such as Data Engineers, Data Analysts, ERP Specialists, and Enterprise Application Administrators (e.g., NetSuite, Oracle, Workday). Demand is especially strong for professionals supporting modernization, data integration, and post-acquisition system alignment and integration. This is being driven by a combination of digital transformation initiatives, increased private equity activity and the need to consolidate and optimize systems across newly acquired entities. Organizations are prioritizing scalable infrastructure and real-time data visibility, which requires both back-end integration and user-facing system expertise.

03

## Data Engineering & Visualization Lead

Modernization efforts and an increase in M&A activity have produced a steady demand for engineering and data visualization talent, particularly those skilled in platforms like Power BI, Snowflake, and Databricks. This growth is being fueled by companies' heightened focus on making data-driven decisions, achieving operational efficiency, and delivering business insights across decentralized and rapidly evolving enterprise environments. As firms consolidate data across disparate systems, the ability to centralize, analyze, and visualize various metrics has become critical to strategic planning.

04

## Cautious Approach to AI

While leveraging Artificial Intelligence remains the hottest topic in tech, many organizations are taking a measured approach. Investments in AI tools and talent are being delayed until there's greater clarity on business impact, regulatory considerations, and long-term ROI.

05

## Specialized Roles Command Premium Pay

Specialized positions like AI Architects and Cloud Solution Architects continue to command top-tier compensation. Increases are also evident in niche systems roles such as NetSuite Administrators, Data Architects, and DevOps Engineers.

06

## Experience Over Credentials

Companies are prioritizing hands-on experience, specific platform skills, and business impact over traditional credentials. Flexibility, adaptability, and cross-functional understanding are top hiring differentiators in today's tech talent market.

# Information Technology Salary Data



IT Corporate Leadership	Low	High
CIO/CTO	\$240k	\$350k+
CISO	\$225k	\$300k+
VP of IT	\$175k	\$250k
VP of Data & Analytics/BI	\$170k	\$225k
Director of IT	\$150k	\$225k

Data Management & Analytics	Low	High
Data/BI Architect	\$150k	\$190k
Data Scientist	\$120k	\$180k
Data Engineer/BI Developer	\$100k	\$140k
Database Admin	\$100k	\$140k
Data/BI Analyst	\$85k	\$110k

Core Infrastructure / Tech Service	Low	High
Network Administrator/Engineer	\$100k	\$140k
IT Service Manager	\$90k	\$140k
Systems Administrator/Engineer	\$90k	\$130k
Desktop Support/ Help Desk Analyst	\$50k	\$80k

# Information Technology Salary Data



Project Management Office	Low	High
PMO Director	\$150k	\$200k
Program Manager	\$140k	\$180k
Project Managers	\$120k	\$150k
Business Analyst	\$100k	\$140k

Engineering/Development /Architecture	Low	High
Software Engineering Manager	\$160k	\$220k
Solutions Architect	\$150k	\$200k
DevOps Engineer	\$100k	\$150k
Software Developer/Engineer	\$95k	\$160k

Cybersecurity	Low	High
Cybersecurity Manager/ Director	\$150k	\$200k
Security Architect	\$130k	\$170k
Security Analyst	\$80k	\$130k



# Information Technology Salary Data



Agile Delivery	Low	High
Agile Coach	\$120k	\$160k
Product Owned	\$120k	\$150k
SCRUM Master	\$110k	\$140k

ERP, Techno/Functional Resources	Low	High
Program Leader	\$160k	\$250k
Work Stream Leader	\$140k	\$200k
ERP Implementation	\$125k	\$150k



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# Human Resources



# Human Resources Trends



01

## HR Operations Roles on the Rise

Organizations are prioritizing HR Operations leaders to streamline systems, ensure compliance, and drive efficiency. These roles oversee core functions such as payroll, benefits, HR technology, and reporting, creating scalable and automated processes that support both employee experience and business growth.

02

## Strategic Focus on HRIS

Employers continue to seek HR professionals who can leverage systems to drive data-informed decision-making and efficiency.

03

## Employer Branding as Differentiator

Employer branding has become a competitive advantage; top candidates are not just evaluating compensation, but how companies present their culture, mission, and values. Clear communication of flexibility, career development, and leadership style is influencing offer acceptance.

04

## Growth in Interim HR Consulting

Interim HR consulting needs are growing, specifically for M&A integration, HRIS implementations, and specialized support for compensation, benefits, and compliance.

05

## Need for Scalable, Agile HR Talent

Demand continues for agile HR professionals who can scale with fast-growing organizations, support multi-state compliance, and build employee-centric policies and programs.

# Human Resources Salary Data



Human Resources	Low	High
CPO/CHRO	\$250k+	\$300k+
Vice President	\$175k	\$250k
Director	\$140k	\$175k
Talent Management/L&D Manager	\$120k	\$150k
Business Partner/Manager	\$110k	\$160k
Learning & Development Specialist	\$85k	\$100k
Specialist/Generalist	\$70k	\$95k
Instructional Design	\$70k	\$90k

HRIS	Low	High
Director of Payroll	\$140k	\$170k
Payroll Manager	\$115k	\$130k
HRIS Manager	\$120k	\$150k
HRIS Specialist/Analyst	\$90k	\$120k

Talent Acquisition General	Low	High
Vice President	\$200k	\$275k
Director	\$150k	\$200k
Manager	\$120k	\$150k
Recruiter/Talent Acquisition	\$75k	\$120k
Recruiting Coordinator	\$60k	\$75k



# Human Resources Salary Data



Total Rewards / Benefits / Compensation	Low	High
Vice President	\$185k	\$275k
Director	\$150k	\$200k
Manager	\$125k	\$165k
Analyst/Specialist	\$90k	\$110k



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# Corporate Support & Supply Chain



# Corporate Support Trends



01

## Legal Roles Becoming Strategic

Corporate legal hiring is becoming more strategic, with increased demand for in-house counsel focused on M&A activity, contract law, and corporate governance.

02

## Evolving Admin Expectations

Administrative professionals are expected to wear multiple hats, with a strong demand for tech-savvy, operationally minded support staff who can enhance team efficiency and handle cross-functional coordination.

03

## Rise of the Chief of Staff Role

Chief of Staff roles are becoming increasingly strategic and cross-functional, with employers prioritizing candidates from consulting, finance, or operations who can serve as trusted proxies to executive leadership, drive key initiatives across the business, and influence without authority. Demand is strongest among startups and PE-backed companies seeking to scale, and many CoS roles are structured as 18- to 36-month rotational positions that serve as a springboard into broader executive leadership roles.

04

## Technology as a Baseline

Technology proficiency remains a baseline expectation for administrative professionals, with a strong demand for skills in calendar automation, virtual collaboration tools, CRM platforms, and data reporting systems, which support more strategic, tech-enabled business operations.

05

## Flexibility Attracts Top Talent

Companies with efficient, flexible work environments are winning high-performing support talent.

# Corporate Support Salary Data



Legal	Low	High
General Counsel/VP of Legal	\$215k	\$300k
Corporate Counsel	\$180k	\$220k
Employment and Labor Counsel	\$160k	\$200k
Contracts Manager	\$90k	\$140k
Paralegal	\$80k	\$105k

Administrative	Low	High
Chief of Staff	\$125k	\$200k+
Executive Assistant	\$80k	\$120k
Administrative Assistant	\$65k	\$75k
Office Manager	\$60k	\$80k

Customer Service/Care/Success	Low	High
Vice President	\$200k	\$250k+
Director	\$140k	\$200k
Manager	\$90k	\$140k
Specialist/Associate	\$55k	\$75k



# Supply Chain Trends



01

## Supply Chain Roles Becoming Forward-looking

Supply chain and procurement hiring is forward-looking, as companies prepare for tariff-related changes and seek professionals with experience in sourcing strategy, vendor management, and risk mitigation. Roles are shifting from tactical execution to strategic planning and risk mitigation.

02

## Shifting Strategies Due to Tariffs

Trade uncertainty is prompting companies to nearshore operations, diversify suppliers, and invest in resilience to reduce global risk.

03

## Cost Volatility Drives Talent Demand

Logistics costs remain volatile, driven by fluctuating freight rates, labor shortages, and tariff-driven sourcing shifts, resulting in increased demand for supply chain talent that can drive efficiency and cost control.

04

## Talent Shortage in Critical Roles

There remains a shortage of experienced planners, procurement leaders, and logistics engineers, especially those with expertise in digital transformation and change management.

05

## Technology & Automation Skill Demand

Candidates with skills in ERP systems (SAP, Oracle), data visualization tools (Power BI, Tableau), and automation platforms are highly sought after as companies modernize supply chain operations.

06

## Hybrid & Cross-Functional Skills in Demand

Employers increasingly value professionals who can operate at the intersection of operations, finance, and technology. Strong collaboration, stakeholder management, and data-driven decision-making are must-haves.

# Supply Chain Salary Data



Supply Chain	Low	High
VP of Supply Chain/Logistics	\$185k	\$250k
Senior Director/Director of Supply Chain/Logistics	\$150k	\$200k
Supply Chain/Logistics Manager	\$110k	\$135k
Purchasing Manager	\$85k	\$100k
Senior Buyer	\$85k	\$100k
Purchasing Specialist	\$65k	\$85k
Supply Chain/Logistics Support	\$60k	\$80k
Buyers	\$60k	\$75k



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## Marketing, Digital & Creative

# Marketing, Digital & Creative Trends



01

## Data-Driven Creativity in High Demand

Marketing talent that blends creativity with data is in high demand, particularly in revenue marketing, attribution modeling, and campaign dashboarding roles directly tied to pipeline and performance outcomes.

03

## Tech-Forward Marketers Command Top Offers

Candidates with expertise in marketing automation, CRM integration, and content strategy are in high demand in demand-gen-focused organizations.

02

## Culture & Values Impact Hiring

Similar to HR, employer branding plays a major role in attracting top talent. Top candidates are not just evaluating compensation, but how companies present their culture, mission, and values. Clear communication of flexibility, career development, and leadership style is influencing offer acceptance.

04

## Flexibility Remains Key

Hybrid and flexible in-office options continue to be a deciding factor for top-tier marketing talent.

# Marketing, Digital & Creative Salary Data



Marketing/Communications	Low	High
CMO	\$215k	\$275k+
VP of eCommerce	\$200k	\$250k
VP of Marketing	\$200k	\$250k
Director of Marketing	\$140k	\$200k
eCommerce Manager	\$90k	\$140k
Product Marketing Manager	\$90k	\$140k
Product Manager	\$140k	\$180k
Marketing Analytics Manager	\$140k	\$165k

Marketing/Communications	Low	High
Communications Manager	\$80k	\$150k
Consumer Insights Analyst	\$80k	\$130k
Marketing Manager	\$90k	\$125k
Marketing Specialist	\$70k	\$85k
Marketing Analyst	\$85k	\$125k



# Marketing, Digital & Creative Salary Data



Digital	Low	High
Director of Growth	\$160k	\$200k+
CRM Manager	\$90k	\$150k
Paid Media Manager	\$90k	\$130k
Email Marketing Manager	\$85k	\$130k
Digital Content Strategist	\$75k	\$125k
SEO Specialist	\$90K	\$110K

Creative	Low	High
Art Director/Creative Director	\$140k	\$180k
UX/UI Designer	\$125k	\$160k
Graphic Designer	\$75k	\$100k
Copy Writer	\$70k	\$85k



# Project Consulting Solutions



# Project Consulting Trends



01

## Shift Toward Efficiency Over Growth

Transformational initiatives remain the primary focus across our client base. While top-line growth remains a key strategic objective, priorities have shifted toward cost containment and enhancing profitability through operational efficiency.

02

## Tariff Concerns Delay Launches

Ongoing uncertainty around tariffs has delayed the launch of major projects, as clients assess potential operational adjustments in response to evolving trade policies.

03

## AI Interest Growing, but Results Pending

The use of Artificial Intelligence is under active consideration, with growing interest in its potential benefits. However, significant efficiency gains have yet to materialize.

04

## Maximizing ROI in an Era of Business Automation

Automation continues to be a strategic priority across business functions. As the market becomes increasingly saturated with specialized software providers and systems integrators, organizations must place greater emphasis on strong project governance. Ensuring alignment between technology implementation and business objectives is essential for delivering sustainable outcomes and maximizing return on investment.

05

## The Critical Role of Change Management in Business Success

Successful business initiatives depend heavily on effective change management. A common reason for diminished returns on investment is poor user adoption, often stemming from insufficient engagement. Actively involving key stakeholders across all levels of the organization is critical to driving adoption and ensuring sustainable, successful outcomes.

# Project Consulting Salary Data



Project Consulting	Low	High
Program Manager	\$157k	\$258k+
Project Manager	\$122k	\$223k
Project Coordinator	\$116k	\$163k
Business Transformation Leader	\$193k	\$288k
Business Transformation Manager/Director	\$122k	\$202k
Finance Transformation Leader	\$181k	\$273k
Finance Transformation Manager/Director	\$128k	\$213k

Project Consulting	Low	High
Finance & Accounting Project Leader	\$145K	\$221K
Finance & Accounting Project Manager/Director	\$115K	\$191K
Risk & Compliance Leader	\$162K	\$260K
Risk & Compliance Manager/Director	\$114K	\$206K
Organizational Change Management Leader	\$159K	\$245K
Organizational Change Management Manager/Director	\$125K	\$204K

Project Consulting	Low	High
Training Coordinator	\$125k	\$175k
Business Technology Leader	\$159k	\$259k
Business Technology Manager/Director	\$110k	\$197k
Data & Analytics Leader	\$166k	\$251k
Data & Analytics Manager/Director	\$117k	\$208k
Quality Assurance & Testing Professionals	\$110K	\$196K





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