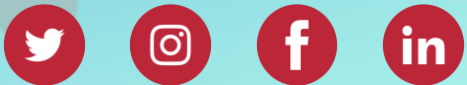


# 2024 Hiring and Compensation Trends

[roberthalf.com/salary-guide](https://roberthalf.com/salary-guide)



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# Welcome



**Derek Steinmetz, CPA**  
Client Solutions Director

1

## Hiring and compensation trends

Explore national and local conditions, including those affecting Finance & Accounting.

2

## The current marketplace for Finance & Accounting

Consider the latest data for Finance & Accounting and what that means for your business.

3

## Comparisons of benefits and perks

Compare what workers want vs. what employers offer, plus see how benefits and perks offerings have changed in the last few years.

4

## Wrap-up + Q&A

We'll summarize key takeaways and answer your questions.

# Market Outlook

## EMPLOYMENT SNAPSHOT: NATIONAL



U.S. unemployment rate as of  
October 2023: **3.9%**

Job openings\*: **9.6 million**

Quit level\*: **3.7 million**



# WISCONSIN



Unemployment rate:

WI: **3.8%**

Milwaukee: **3.6%**

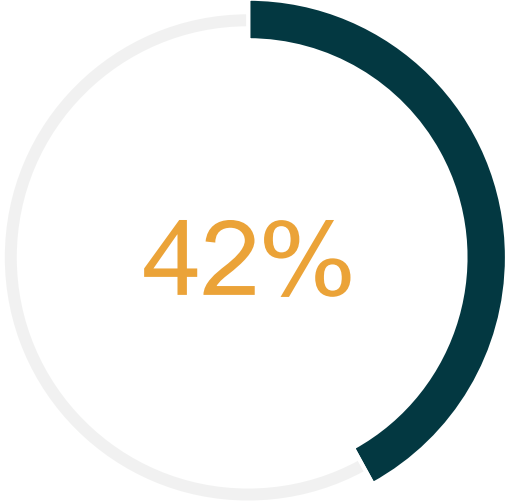
Fond du Lac: **2.8%**



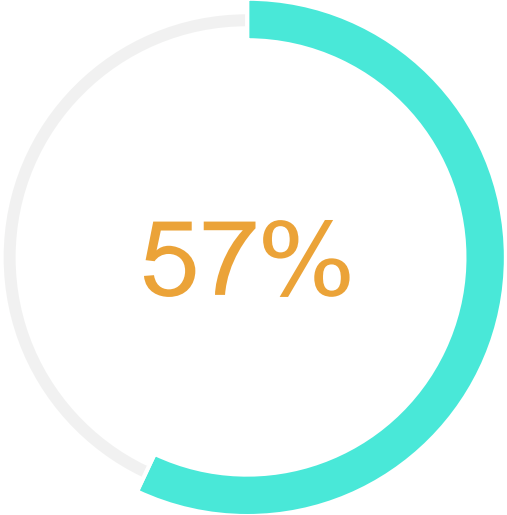
WI Jobs: **+8,300**

Source: U.S. Bureau of Labor Statistics

# TREND 1: SALARY TRANSPARENCY IS GIVING EMPLOYERS A HIRING EDGE

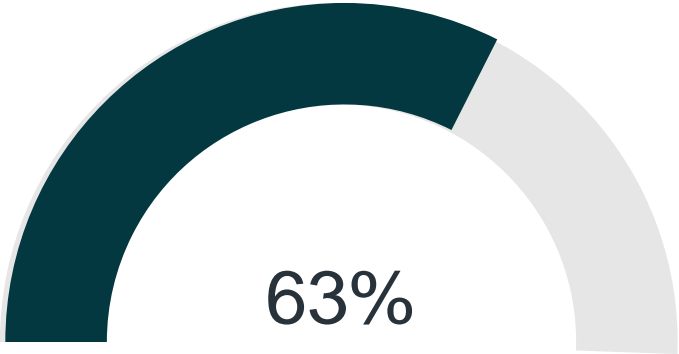


of workers **expect to see a salary range** in job postings.

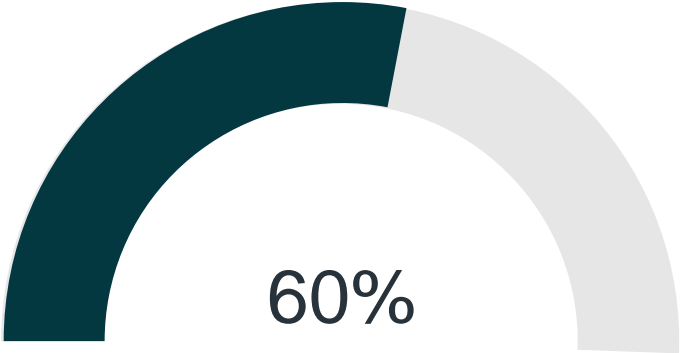


**would not consider a position** if not provided a salary range upon request.

# TREND 1: SALARY TRANSPARENCY IS GIVING EMPLOYERS A HIRING EDGE



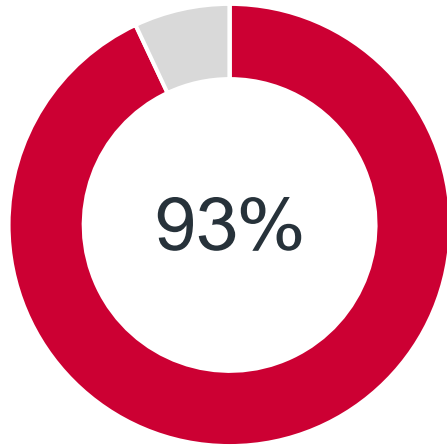
Salary transparency helps attract the **best** job candidates.



It gives companies a **competitive edge**.

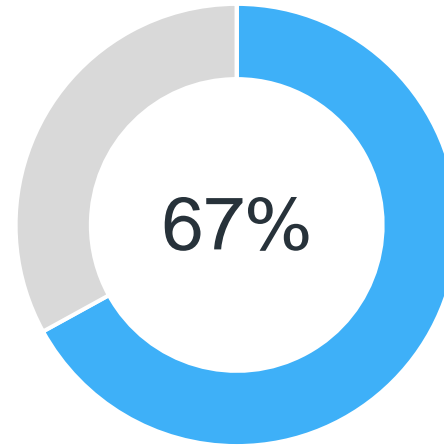


## TREND 2: COMPANIES NEED TO HIRE, BUT CHALLENGES REMAIN

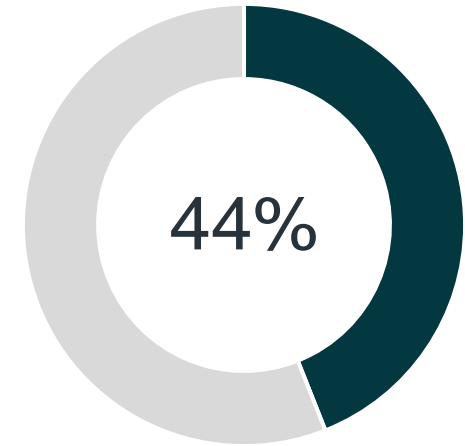


of managers say **it's difficult to find skilled professionals.**

### Reasons for hiring



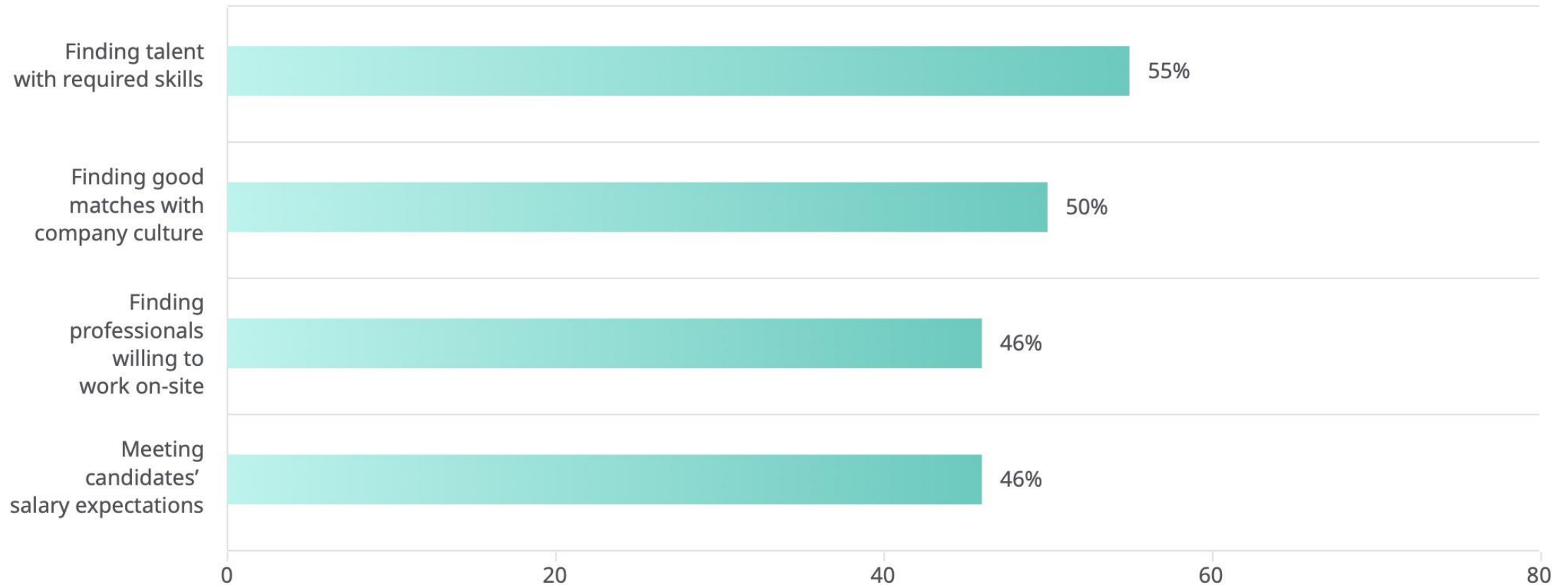
Company growth



Employee turnover

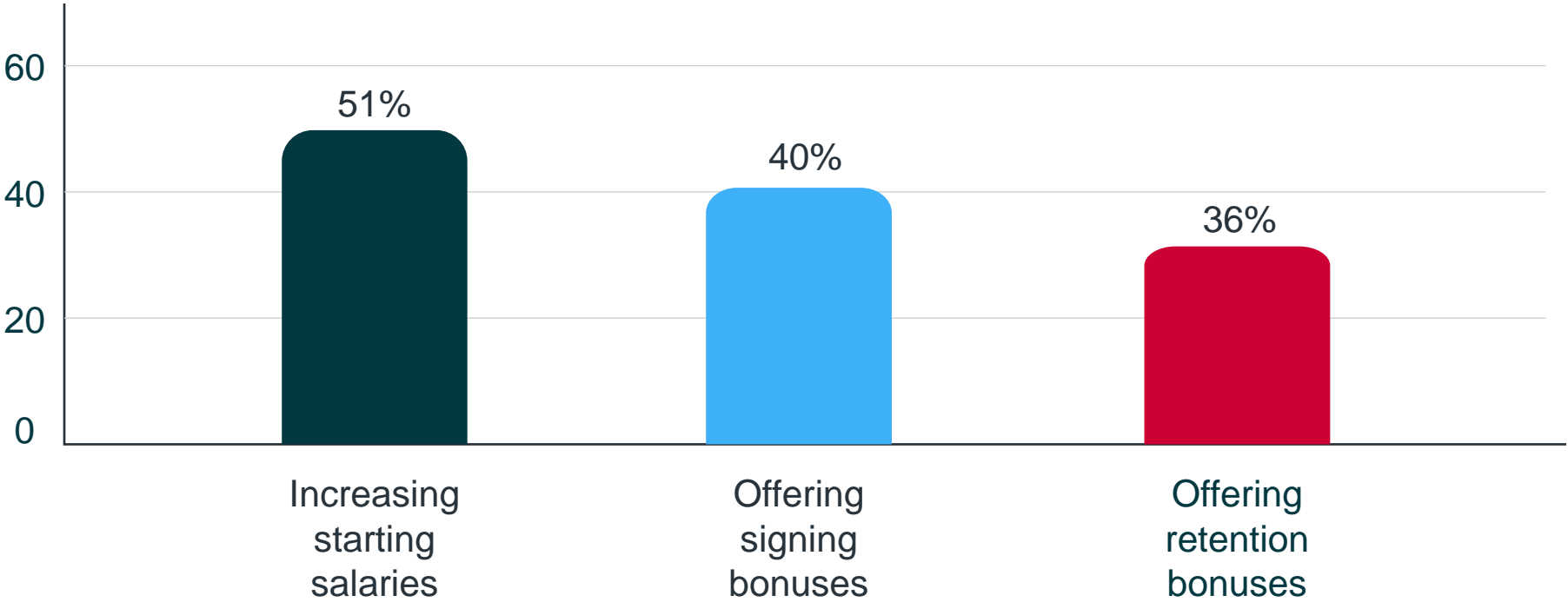
## TREND 2: COMPANIES NEED TO HIRE, BUT CHALLENGES REMAIN

### Employers expect these hiring challenges in 2024

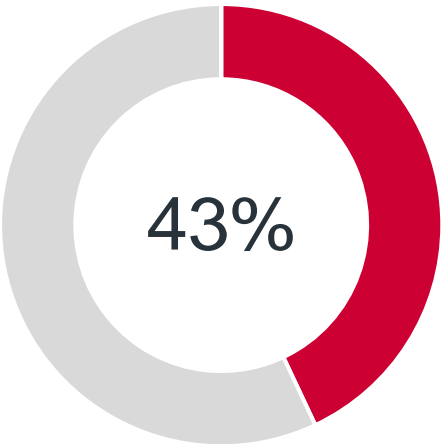


**TREND 3: SALARY GROWTH EASES BUT REMAINS ON EMPLOYERS' RADAR**

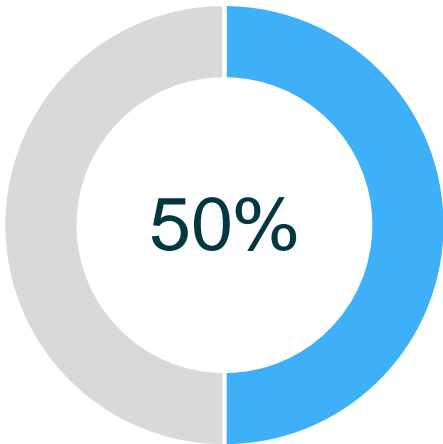
# How companies are attracting and keeping top performers



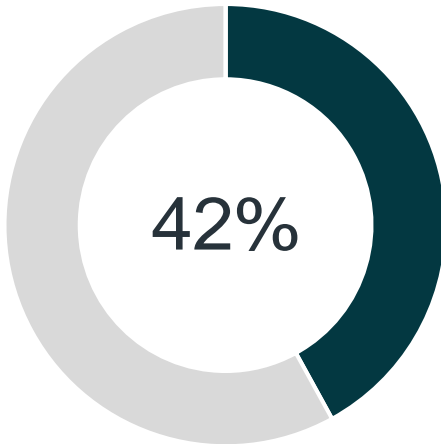
# TREND 4: REMOTE, HYBRID WORK OPTIONS HELP KEEP TALENT PIPELINES STRONG



Workplace **flexibility** helps recruit top performers.

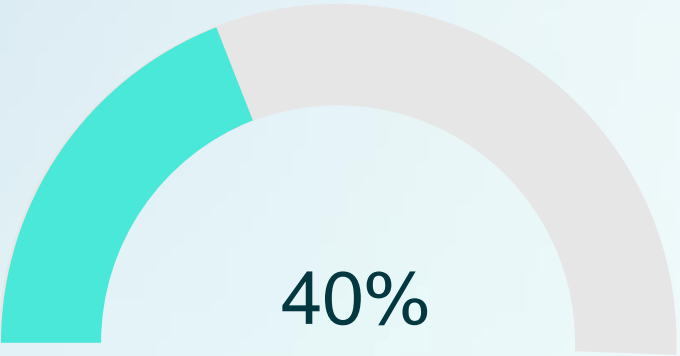


50% of managers have **lost a top candidate** because remote work wasn't allowed.

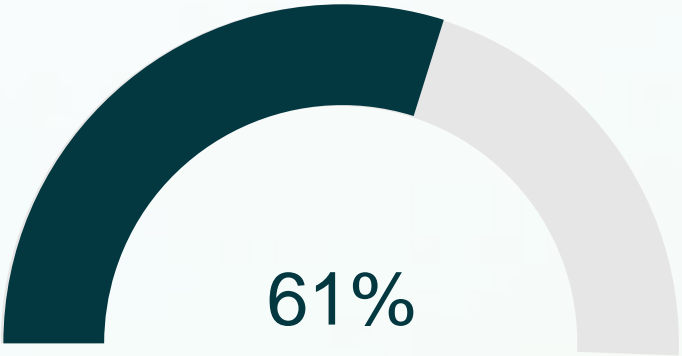


42% of managers have **lost a valued employee** for the same reason.

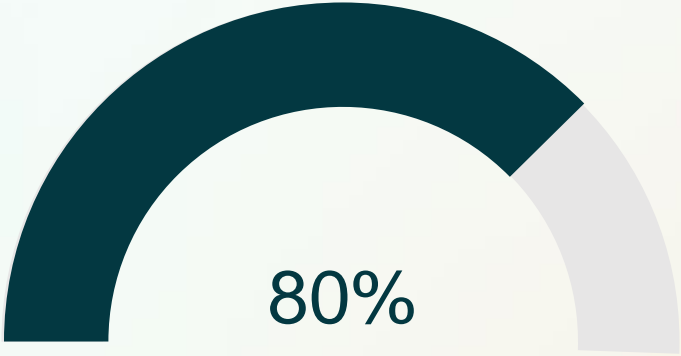
# TREND 4: REMOTE, HYBRID WORK OPTIONS HELP KEEP TALENT PIPELINES STRONG



of companies are **considering candidates outside their market** for remote positions.



of workers are **more likely to apply** for jobs that offer **remote or hybrid options**.



of workers are willing to come into the office full-time **if offered a salary premium**.

## TREND 5: VARIABLE TALENT MODELS HELP RELIEVE TALENT SHORTAGES



Contract  
professionals

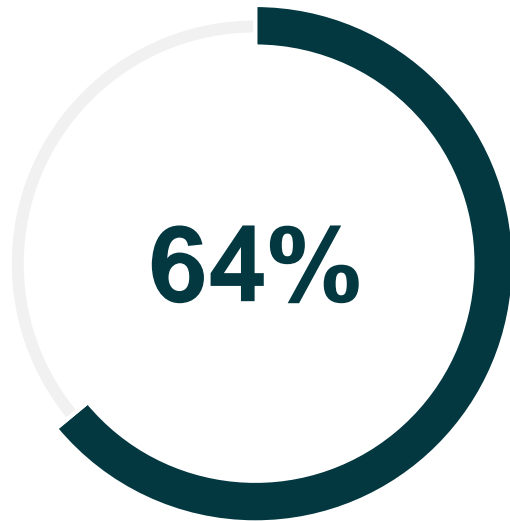


Full-time engagement  
professionals

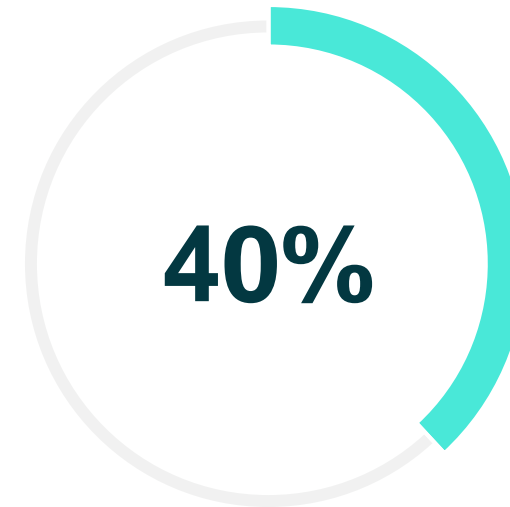


Managed  
solutions

## TREND 5: MORE EMPLOYERS ARE ADOPTING A VARIABLE TALENT MODEL



of employers are **increasing use** of contract professionals.



of job seekers are **open to** a contract position.

## 2024 SALARY TABLES

PERCENTILE:

**25th**

**50th**

**75th**

CANDIDATE:

New to the role, with little or no experience; requires more than casual instruction or supervision to perform day-to-day duties

Has the experience to consistently perform core responsibilities without direct supervision; very comfortable with processes and subject matter

Value to the company goes far beyond the ability to perform normal job duties; has rare qualifications that enable consistent contribution in unique ways; ready for next career level when available

JOB TITLE:

*Staff accountant,  
general accounting*

**\$53,750**

**\$65,000**

**\$81,000**

*Senior internal auditor,  
corporate accounting*

**\$84,000**

**\$100,750**

**\$118,750**



# Hiring trends in Finance and Accounting

01

Low unemployment,  
high demand

## Roles in demand

- FP&A
- Auditing
- Accounting
- Billing
- Payroll

02

## Salaries increase for key roles

**48%**

Financial reporting

**42%**

Financial modeling

**38%**

Management experience

**36%**

Data analytics

03

# Managers rely more on contract professionals

**64%**

are planning to **use more contract workers.**

- Financial planning and analysis
- Financial reporting
- Account payable/receivable
- Tax/treasury

04

# Public accounting suffers from talent shortage

- Entry-level candidates
- Experienced talent
- Audit/bookkeeping

05

## Better pay, remote work can ease hiring squeeze

**65%**

of finance and accounting professionals **want remote work options.**

**41%**

of managers **want employees on-site full-time.**

06

# Tight hiring market for financial services

## Top specialties

- Risk and compliance
- Fund management

## To compete

- Relax experience requirements
- Recruit more entry-level candidates

## HOT JOBS IN FINANCE AND ACCOUNTING



CONSTRUCTION



GOVERNMENT



HEALTHCARE



MANUFACTURING



NONPROFIT



PUBLIC  
ACCOUNTING

- Accounts payable specialist
- Accounts receivable specialist
- Controller
- Financial analyst
- Senior accountant
- Staff accountant



## IN-DEMAND SKILLS AND ACCREDITATIONS

- CPA
- Certified management accountant (CMA)
- ERP software (SAP, Oracle)
- Excel (advanced)
- MBA
- QuickBooks
- Sage Intacct
- SQL

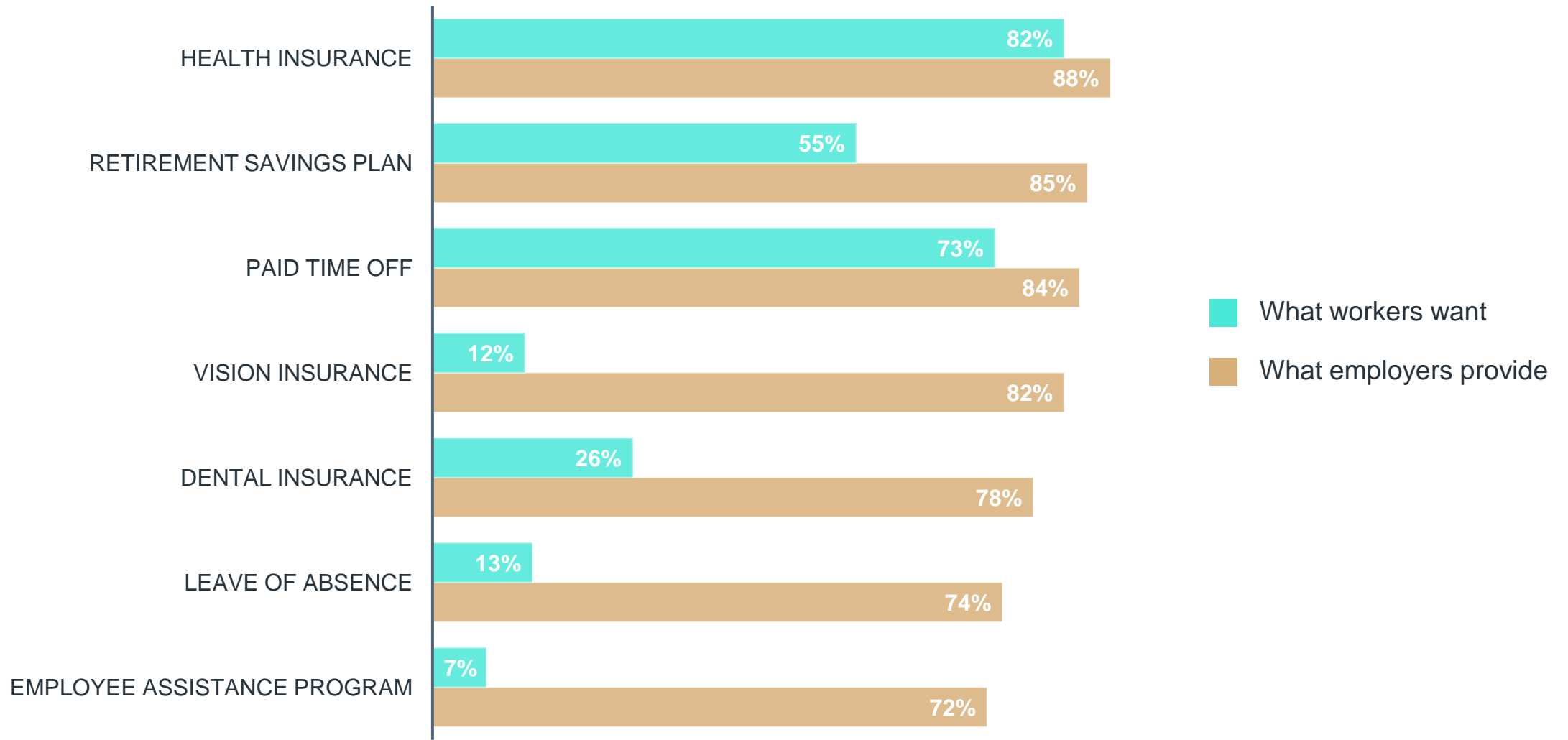
- Collaboration
- Communication
- Leadership
- Presentation



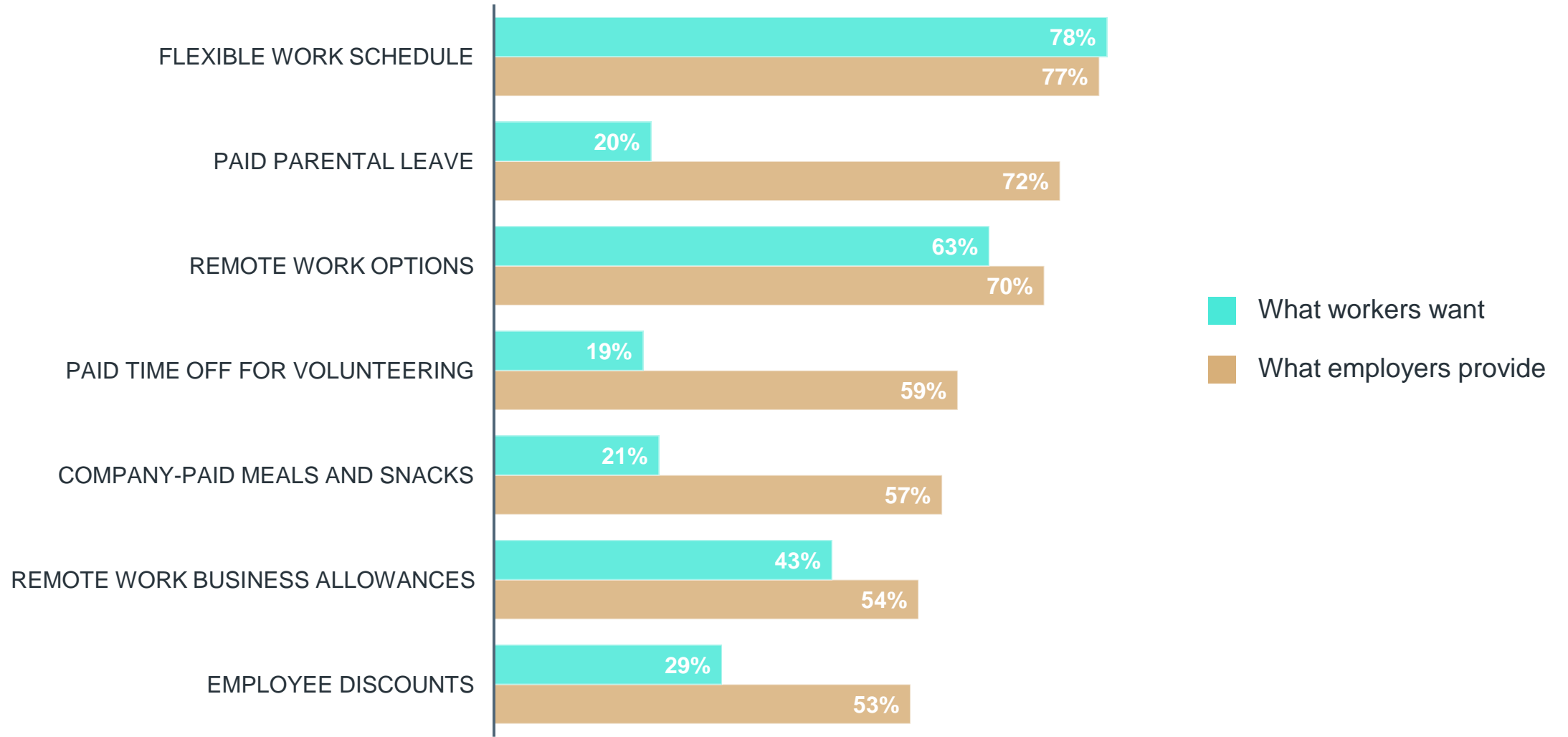
# Trends in Benefits and Perks



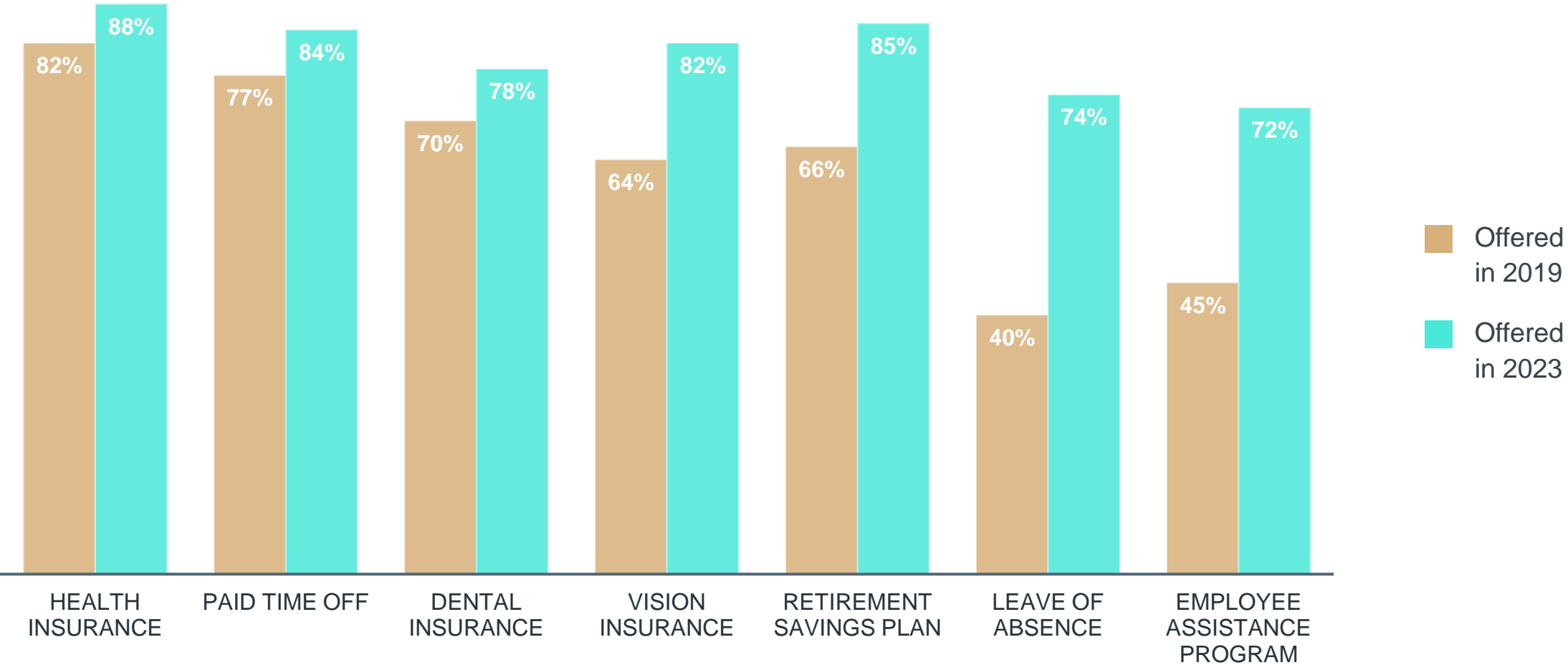
## BENEFITS WORKERS WANT MOST — AND WHAT EMPLOYERS PROVIDE



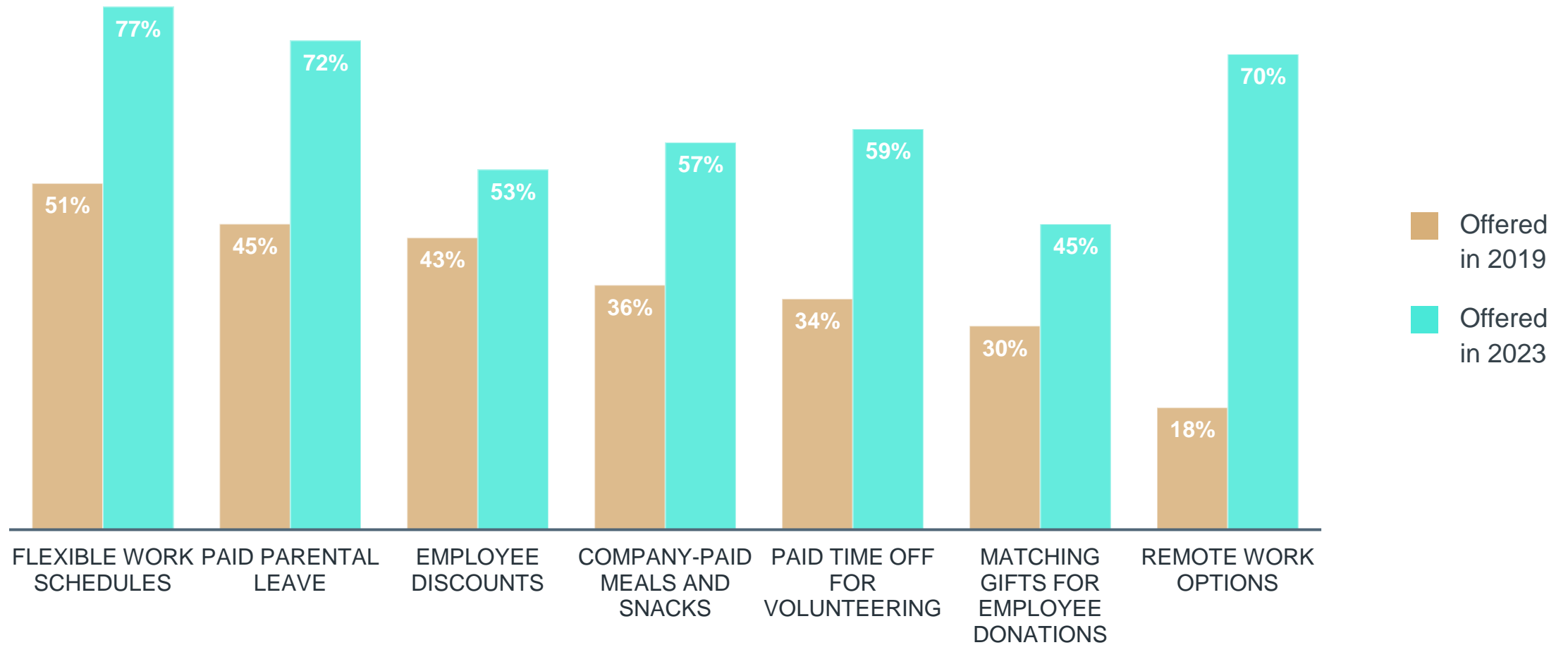
## PERKS WORKERS WANT MOST — AND WHAT EMPLOYERS PROVIDE



# HOW HAVE BENEFITS EVOLVED?



## HOW HAVE PERKS EVOLVED?



## KEY TAKEAWAYS

- Employers may need to **boost salaries, put salary ranges in job postings and offer bonuses** to attract/retain top talent.
- Job seekers want **flexibility**, especially hybrid or remote work arrangements.
- A **variable talent model** helps businesses grow and save money.
- Offering in-demand **benefits and perks** is good for recruitment and retention.

## ADDITIONAL RESOURCES

- [roberthalf.com/salary-guide](https://roberthalf.com/salary-guide)
- [roberthalf.com/salary-guide/calculator](https://roberthalf.com/salary-guide/calculator)
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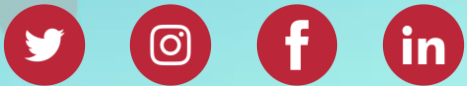
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# Q&A

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