

# HANSON SEARCH NEW YORK SALARY AND BENEFITS UPDATE 2025

YOUR GUIDE TO THE US TALENT LANDSCAPE







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## The state of the market

### A note from our founder: The US talent landscape in 2025

**Hanson Search has been expanding rapidly in the US, placing countless roles and working closely with businesses to build high-performing teams. As we deepen our presence in this market, we're committed to providing the insights and expertise that organizations and candidates need to navigate an evolving talent landscape. That's why we've developed this year's US Salary Guide — to help businesses and professionals make informed decisions and stay competitive.**

If 2024 was the year of resilience, 2025 is shaping up to be the year of recalibration and cautious momentum. We've been paying close attention to the landscape across Q1 – from shifting government policies to economic pressures and workforce trends. We wanted this year's salary guide to accurately reflect the business climate, but you only need to look at the latest headlines to see how turbulent the landscape remains.

What we do know is that businesses in the US have been navigating a highly complex environment shaped by political shifts, rising economic uncertainty, and evolving regulatory frameworks. With the 2024 election bringing Trump back into office, corporate priorities are shifting once again. The rollback of DEI programs in certain industries, changes to labor regulations, and a more protectionist economic stance are all factors influencing hiring trends. Many companies have hit pause on large-scale expansion, focusing instead on operational efficiencies and targeted growth areas. While we are not yet seeing a major surge in hiring, there are signs of cautious optimism, particularly in sectors tied to infrastructure, defense, and emerging technology.

Salary inflation has stabilized after previous spikes, but competition for top talent remains intense, especially for individuals who can drive revenue growth or navigate regulatory complexities. While salary remains a core factor, senior leaders are increasingly weighing additional incentives such as equity options, performance-based bonuses, and long-term career stability when considering new opportunities.

DEI, once a top priority for corporate America, is facing renewed scrutiny. Some businesses are scaling back initiatives due to shifting government sentiment and legal challenges. However, organizations that remain committed

to fostering diverse, equitable, and inclusive workplaces are likely to see long-term benefits in talent attraction and retention. When the market inevitably shifts back to an employee-driven environment, workers will remember which companies upheld their values during uncertain times. In this year's Salary Guide, we've expanded our benefits analysis to provide deeper insights into what businesses are offering, what employees truly value, and how organizations can remain competitive in a rapidly changing talent market.

At Hanson Search, we continue to support businesses through this period of transformation. From Board advisory and CEO succession planning to market mapping and leadership development, we partner with clients to build high-performing teams that drive success. With a growing presence in key global markets, we are well-positioned to help businesses seize opportunities in this evolving landscape.

If you're looking to strengthen your leadership team or explore your next career opportunity, get in touch with us today.

**Alice Weightman**  
**CEO & Founder, Hanson Search**

# US remuneration tables

## New York Agencies

### Corporate Communications

Job title	Minimum Salary (\$)	Maximum Salary (\$)
Account Director	100,000	130,000
Associate VP (Associate Director)	130,000	170,000
VP (Director)	140,000	220,000
SVP (Senior Director)	160,000	250,000
EVP (Partner)	250,000	350,000
CEO	400,000+	400,000+

### Financial Communications

Job title	Minimum Salary (\$)	Maximum Salary (\$)
Account Director	130,000	180,000
Associate VP (Associate Director)	180,000	250,000
VP (Director)	220,000	300,000
SVP (Senior Director)	270,000	350,000
EVP (Partner)	400,000	500,000
CEO	500,000+	500,000+

### Consumer Communications

Job title	Minimum Salary (\$)	Maximum Salary (\$)
Account Director	90,000	110,000
Associate VP (Associate Director)	100,000	120,000
VP (Director)	130,000	170,000
SVP (Senior Director)	150,000	260,000
EVP (Partner)	225,000+	225,000+
CEO	400,000+	400,000+

### Digital PR & Social Media

Job title	Minimum Salary (\$)	Maximum Salary (\$)
Account Director	85,000	125,000
Associate VP (Associate Director)	110,000	140,000
VP (Director)	140,000	200,000
SVP (Senior Director)	160,000	250,000
EVP (Partner)	220,000+	220,000+
CEO	400,000+	400,000+





# A heightened focus on purpose...

## A note from Johnny Goldsmith, Head of Sustainability at Hanson Search

**Environmental, Social, and Governance (ESG) is more than a corporate initiative — it's a long-term commitment that shapes reputation, talent attraction, and business resilience. While many global businesses have prioritised ESG in recent years, we're now seeing some shift their focus, particularly in response to political and economic uncertainty. The impact of Trump's policies and rhetoric is prompting some companies to deprioritise ESG, treating it as a 'nice to have' rather than a necessity.**

But while corporate agendas may waver, individual priorities remain steadfast. Employees — both current and future — still want to work for organisations that align with their values, that take sustainability and ethical business seriously. In the short term, businesses may feel justified in scaling back their ESG commitments, but those that do risk losing credibility when the market shifts again. When conditions improve, top talent will have the power to choose where they go — and they'll remember which companies stayed true to their values.

At Hanson Search, we continue to see organisations with strong ESG strategies not only attract the best talent but also foster cultures of purpose and engagement. ESG isn't just a trend — it's a long-term differentiator. Companies that stay the course will be the ones that thrive in the years to come.



# A guide to benefit packages in the US

**When considering a new role, salary is just one part of the package. A strong benefits offering can make a real difference in job satisfaction, work-life balance, and long-term career growth.**

At Hanson Search, we're expert recruiters who speak with hundreds of employers and candidates in the US — and across the world — every week. We see firsthand what businesses are offering and what professionals truly value. Based on our collected knowledge and insight, we've put together this guide to help you understand what's standard, what's great to have, and what truly sets an employer apart.

## Standard Benefits (What Employees Expect as a Minimum)

Most US employers offer these as part of their standard package:

- **Healthcare Coverage** – Employer-sponsored health insurance is a key expectation, often including medical, dental, and vision.
- **401(k) Plans** – Many companies offer retirement savings plans, typically with some level of employer matching.
- **Paid Time Off (PTO)** – Standard policies range from 10–15 days, with additional public holidays.
- **Parental Leave** – Policies vary, but many large employers now provide enhanced paid leave.
- **Remote or Hybrid Work Options** – Flexibility remains a key expectation for many professionals.

## Nice-to-Have Benefits (What Makes an Employer More Competitive)

These perks show an employer is investing in employee wellbeing and career growth:

- **Stock Options/Equity Grants** – Especially in startups and high-growth sectors.
- **Wellness Stipends** – Covering gym memberships, mental health support, or home office setups.
- **Commuter Benefits** – Pre-tax transit accounts, parking allowances, or ride-share subsidies.
- **Tuition Reimbursement & Professional Development** – Investment in employee skills and education.
- **Unlimited PTO Policies** – Becoming more common but dependent on company culture.

## Exceptional Perks (What Really Stands Out)

These are rarer but highly valued, making a company a true employer of choice:

- **Four-Day Workweek Trials** – Some companies experimenting with enhanced productivity models.
- **Paid Sabbaticals** – Long-term employees rewarded with extended paid leave.
- **Enhanced Fertility & Family Planning Benefits** – Egg freezing, surrogacy support, and adoption assistance.
- **Volunteer Days & Social Impact Initiatives** – Paid time off for charitable work.
- **Long-Term Incentives & Profit Sharing** – Rewarding employees for business success.



# About Hanson Search

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**Hanson Search is a globally recognised, award-winning talent advisory and headhunting consultancy. We excel in helping businesses recruit world-class, transformative talent for business-critical roles in areas of revenue, reputation, and risk management.**

Our expertise lies in building successful ventures worldwide through our recruitment and executive search processes for consultancies and in-house teams across industry sectors in communications, sustainability, public affairs and policy, digital marketing, and sales. Over our two-decade history, we have successfully hired C-suite executives, curated boards, and built teams that drive growth and transformation for start-ups, scale-ups, established organisations and brands, non-profits, and governments.

Our reach has no boundaries, we have recruited roles across all continents, with a network of consultants and research function based across the UK, Europe, the US, and the Middle East, providing local and global talent and market insights.

**If you would like to get in touch with us, either for business or general enquiries, please email [info@hansonsearch.com](mailto:info@hansonsearch.com) and we would be happy to talk.**



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