

It Pays to Have One of These Six Jobs in 2013: Robert Half Salary Guides Reveal Tech and Creative Positions With Strong Starting Salaries

TORONTO, Dec. 11, 2012 /CNW/ - Technology and creative professionals who include "make more money" on their New Year's resolution list may achieve their goal next year: According to the recently released 2013 Salary Guides from Robert Half Technology and The Creative Group, a number of positions in the information technology (IT) and creative fields are likely to see strong demand in the coming year.

"Companies seek individuals who can help with key growth initiatives, such as improving the firm's web and social media presence, gathering and analysing business data, and optimising a customer's online experience," said Lara Dodo, regional vice-president of Robert Half Technology and The Creative Group. "Many of these positions are quite challenging for employers to fill -- and in some cases, the supply of qualified professionals is lower than the demand."

Following are descriptions for six hot technology and creative jobs in 2013, along with their anticipated average starting salaries in 2013*:

1. Network engineers -- As consumers continue to use wireless or wired networks that require high bandwidth for multimedia applications, companies are in need of more experienced network engineers. Those who can effectively engineer the integration of cloud computing with other new technologies and maintain a secure transfer of data to multiple locations via internal and external networks, are in high demand. Network architects are forecasted to receive starting salaries between \$79,500 and \$104,250, on average.
2. Mobile applications developers -- As companies strive to reach consumers on smartphones, tablets and other mobile devices, they need professionals who can develop for the small screen. Average starting salaries for mobile applications developers are expected to range from \$79,000 to \$112,000.
3. Business intelligence analysts -- These individuals assist firms in making critical business decisions by gathering and analysing data to better target marketing efforts. Business intelligence analysts should see starting salaries between \$76,000 and \$105,750, on average.
4. Web designers -- As firms look to enhance their online presence, they need talented professionals who possess front- and back-end development skills, an eye for design, and solid expertise in maintaining interactive websites and social media pages. Those with five or more years of experience should see base compensation ranging from \$75,000 to \$120,000.
5. SEO/SEM specialists -- These individuals are responsible for formalising search engine optimisation (SEO) and search engine marketing (SEM) strategies and tactics. Other duties include analysing website traffic, as well as developing website assessments and recommendations. SEO/SEM specialists with three or more years of experience can anticipate average starting salaries ranging from \$75,000 to \$95,000.
6. User experience (UX) specialists -- Since so much customer interaction happens online, companies are looking for workers who can create positive digital experiences. UX specialists can expect starting salaries between \$65,000 and \$115,000.

More information about the positions listed above can be found in the Robert Half Technology 2013 Salary Guide (www.roberthalftechnology.com/salarycentre), which includes a wide range of IT job descriptions, and The Creative Group 2013 Salary Guide (www.creativegroup.com/salarycentre), which focuses on interactive, design and marketing jobs.

Both Robert Half Technology (www.rht.com) and The Creative Group (www.creativegroup.com) are divisions of Robert Half International, the world's first and largest specialised staffing firm and a recognised leader in professional staffing services.

*All salaries listed are Canadian national averages based on data published in the 2013 Salary Guides from Robert Half Technology and The Creative Group. Actual salary ranges may vary depending on location.

SOURCE: Robert Half Canada

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