
IT Salary Survey Review South Florida Market

If you think it's harder to keep up with new developments and new projects in your company, you're right. To give you an idea of how pervasive change is, Amazon lists over 12,000 books on the topic of "change management." Change permeates our work places and we are constantly adapting to new technologies, reallocation of budgets, new markets and product offerings, new leadership, new regulations and compliance issues, changes in the economy, hiring freezes and staffing cuts. Every day managers must figure out how to manage a new circumstance.

Technology is constantly changing at rapid rates - how and what we pay attention to dramatically alter business and its Information Technology (IT). Historically, IT has played a supporting role in our business organizations; today IT is seated front and center at the player's table. The responsibilities, knowledge and skill sets held by IT professionals must keep up to the pace; professionals not embracing new technologies, skills, and processes will fall by the wayside while those on the cutting edge will move to positions with greater visibility and accountability. Today's IT Professionals are still responsible for the physical and virtual maintenance of systems and data but now, they also have to be versed in and navigate through areas such as business planning, analysis, and long-term strategic direction of organizations.

Whether we're in a down economy seeing jobs go offshore or simply being eliminated, there are certain IT skills that will never go out of style. With the focus on cost-saving technologies such as virtualization rising, and the maintenance of networking and enterprise Microsoft software keeping IT professionals constantly in demand, IT professionals are not immune to this cost cutting and as a result, many highly trained professionals have and continue to lose their jobs. Currently, there are a significant number of highly qualified professionals actively seeking employment.

On the bright side, the job market for IT professionals is looking up. Budgets for IT departments are growing, as are the headcounts. According to Mark Roberts, CEO of TechServe Alliance (a collaboration of IT services firms, clients, consultants and suppliers), "Despite a generally anemic employment environment, IT employment continues to show strength. With July's growth, IT employment has increased in each of the last seven months" (August 6, 2010). This sentiment is repeated in a variety of studies and articles.

In response to this heightened demand, ProSourceIT, one of South Florida's fastest growing providers of IT staffing services, initiated a compensation review for an assortment of roles to help organizations better understand their local market. The South Florida market is somewhat unique – it's home to a vast assortment of organizations representing numerous industries, sizes, ownership structures (public/private, foreign/locally owned), lifecycles, etc. This breadth of companies greatly influences the supply and demand for specific skill sets and the rates these organizations must pay to obtain and retain them.

Methodology

A unique approach has been taken in developing this market view. More traditional approaches would have involved either creating a custom study of a cross section of organizations in the local market or consolidating existing benchmark information from available salary surveys (typically more nationally based). These traditional approaches would have provided a reasonable overview of how "seated" incumbents are compensated. Our approach, on the other hand, affords us a view of the market for new hires or the "active" market – what employers can expect to pay today to acquire this talent.

ProSourceIT identifies sixteen positions with significant activity in the market place. We collected data for each of these positions from a myriad of sources including websites, recruiting job boards, professional association communications, etc. Essentially we scanned a multitude of sources, which provided information on available full-time positions with salary information. At the same time, we referred to several published survey sources, as available, to validate information and ensure that the data was reasonable.

Once we reviewed all of the collected data and determined that the matches were appropriate, we compiled a series of statistics for each position. These statistics, as shown in the following table, include a low, median, and high starting rate. We believe this information provides a real, current, and unbiased perspective of the current local market for these roles.

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Role	Base Salary (\$)		
	Low	Median	High
PC Support/ Helpdesk Analyst/ Desktop Support	40,000	45,000	55,000
Programmer Analyst	60,000	71,200	85,900
Business Analyst	67,400	72,200	87,000
Telecom Engineer	66,100	75,200	83,000
Network Administrator	69,300	77,100	85,900
.net Developer	71,000	80,400	95,000
Java Developer	77,000	81,200	97,500
Network Engineer	76,400	81,500	88,200
Application Architect/ Data Architect	79,600	93,100	115,000
ETL Developer	82,000	89,000	110,000
SQL DBA	80,000	86,200	96,000
Oracle DBA	90,000	92,500	100,000
Software Project Manager	91,200	99,400	104,000
BI Analyst	96,000	110,000	120,000
Applications Manager	113,500	120,200	130,000
Director of IT	128,100	144,600	162,900

While culling through the data, also are noted certain market trends including:

Experience Levels

While the roles we targeted typically require significant experience, we found that experience levels in the postings were, in many cases, higher than one might have expected. For example, where we commonly see experience levels at 3 - 5 years for many intermediate/journeyman level roles, many of the postings required 5 - 8. Additionally, while there were a great many postings seeking both the intermediate or senior level incumbent, postings for the more entry level/junior level were noticeably absent.

Business Focus

Many of the postings specifically mentioned a requirement for incumbents to possess the skills and experience to understand the business side of technology, not just the systems side. Obviously this was more evident in roles such as the BI Analyst, Senior Leadership roles, Developers; however, we did notice this requirement in a number of the other positions as well.

Higher Demand

While we were focusing our review on these specific sixteen roles, we did notice certain positions that appeared with great frequency. Of our selected roles, postings for Business Analysts, Project Managers, Database Administration (Oracle and SQL), BI Analysts, and Developers were readily available. We also noticed a number of roles surrounding data security and compliance.

Today's market for IT professionals is trending positive. As the market gets stronger, in order to maintain and recruit top talent pay freezes and pay cuts are being reversed; merit budgets and incentive awards are being distributed. Organizations are recognizing that they must compete for the best and brightest IT employees. Turnover is very costly, and as an employer, keeping in-line with the market and aligning pay practices accordingly, will, all other things being equal, enable your organization to minimize turnover.

ProSourceIT brings together over two decades of experience in developing employment solutions. Our clients range from small businesses to national companies - many with operations in multiple locations and markets.

At ProSourceIT, our consultants can help you understand and structure your employment requirements whether it is contract, contract-to-hire, and/or direct hire. Our proven methodology and approach for identifying and delivering qualified IT professionals enables our clients to successfully plan, build, and run their critical technology initiatives.