2025 GOVERNMENT TECHNOLOGY INDUSTRY SALARY GUIDE

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Direct Recruiters, Inc.

A comprehensive guide to the latest hiring trends, and compensation insights across the GovTech landscape.

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OVERVIEW

As the hiring landscape is constantly changing in the government technology industry, employers need to have up-to-date insight into salary trends in the marketplace so that they can correctly position themselves to land top talent.

Direct Recruiters' Salary Guide provides relevant information on hiring in 2025 in addition to low and high market salaries for roles within the government technology industry. Direct Recruiters' 2025 salary data has been formed from extensive market research, reputable industry sources and the searches our firm completes. Our knowledge of the current hiring trends and what employers are paying today's talent gives us the ability to provide you with accurate, and helpful data.

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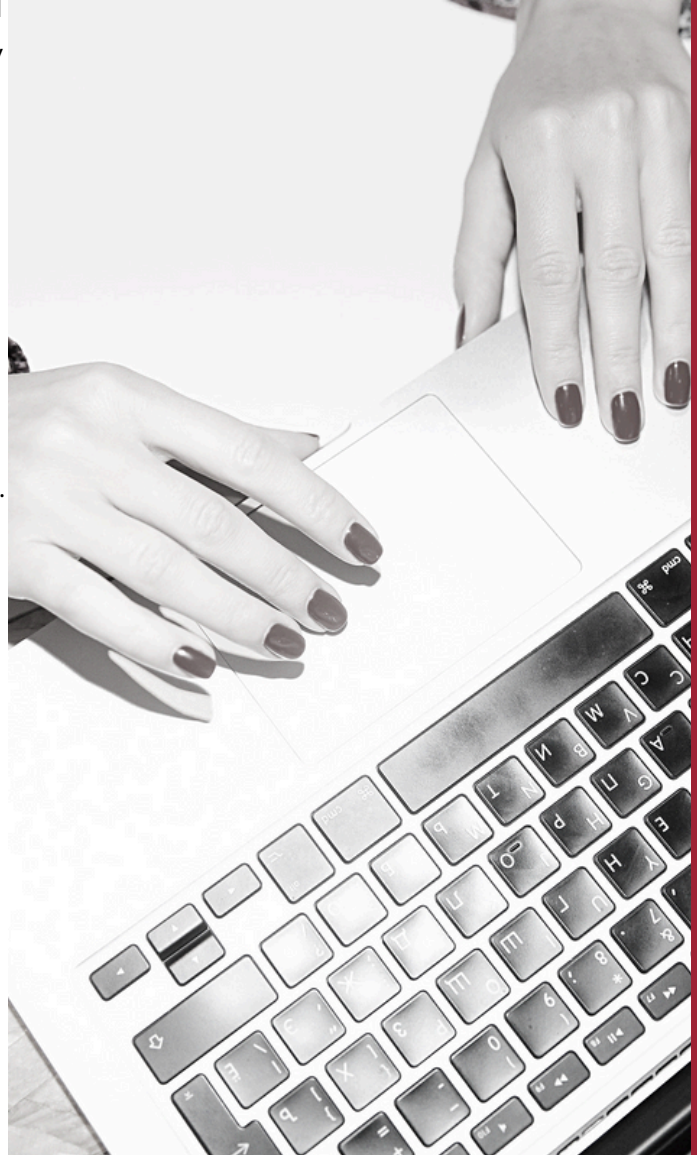
Data Privacy and Ethical AI Use in the Hiring Process

In 2024, we witnessed a significant rise in AI technologies within recruiting—a development that transformed the ways organizations source, assess, and engage with candidates. <u>In fact, 70% of HR professionals report using or planning to use AI tools by the end of 2024, demonstrating its rapid adoption in recruitment processes globally.</u> Now, as we enter 2025, hiring managers and executive leaders are faced with a new set of challenges: managing the ethical, regulatory, and operational implications of these advancements. As organizations collect and process increasingly large volumes of candidate data, safeguarding this information has become essential, not only to maintain compliance with regulatory standards like GDPR and CCPA but to uphold the trust and transparency critical to a fair hiring process.

AI-driven recruiting tools are now capable of collecting, analyzing, and interpreting vast arrays of data points, from online behavior to psychometric assessments. These innovations are powerful, but they bring a heightened level of complexity around ethical data use, requiring thoughtful oversight and robust ethical frameworks. With candidate data at the heart of this process, the responsibility falls on hiring managers to ensure that these technologies are employed ethically, and on executive leaders to establish a culture of fairness and transparency.

Key Ethical Considerations for Hiring Managers:

1. **Transparency and Candidate Consent**: Candidates should always be aware of how their data is being collected, used, and stored, as well as their rights to opt-out if they choose. <u>However, a 2024 study highlighted that 66% of candidates would avoid applying to organizations relying solely on AI for hiring decisions, underscoring the importance of transparent practices.</u> This level of transparency builds trust, as clear communication fosters a recruitment process where candidates feel respected and informed.
2. **Data Minimization and Relevance**: In today's data-rich landscape, hiring managers must focus on collecting only data directly relevant to hiring decisions, avoiding any unnecessary collection that could compromise candidate privacy. <u>The EU's GDPR and New York City's Local Law 144 are examples of regulatory frameworks requiring companies to audit their AI tools to minimize unnecessary data collection and ensure compliance</u>. This means aligning with recruiters on what data is truly essential and ensuring that each data point serves a clear, ethical purpose.
3. **Bias and Fairness**: AI algorithms have the potential to reinforce biases unintentionally, which means hiring managers must stay vigilant. <u>This concern is not unfounded—44% of HR professionals worry about biased AI recommendations, further emphasizing the need for careful monitoring of these tools.</u> Leaders play a critical role in evaluating and monitoring these tools to promote equity and avoid favoritism or exclusion based on race, gender, age, or other protected categories.

Why Data Ethics Matter to Executive Leadership

Upholding ethical standards in data privacy is no longer just about regulatory compliance; it's about building trust. Additionally, as AI and automation are expected to displace 85 million jobs globally while creating 97 million new roles requiring advanced skills by 2025, executives must balance ethical concerns with workforce transformation strategies. Today's candidates are increasingly aware of data privacy concerns, and organizations that prioritize transparency will position themselves as trustworthy and fair employers. For executive leadership, this is a crucial opportunity to demonstrate organizational values and attract talent who resonate with these principles. As technology and data continue to shape the future of recruiting, executive leaders must reinforce an unwavering commitment to transparency, fairness, and accountability.

In balancing the drive for digital transformation with ethical responsibility, hiring managers and leaders must navigate these powerful AI tools carefully, ensuring they serve not just operational goals but also foster a positive and fair experience for all candidates.

Building an Agile Workforce with a Blended Talent Model

As workforce needs evolve, companies are rethinking traditional hiring models to encompass a wider range of talent options beyond conventional full-time employees. By 2024, 44% of business leaders reported difficulty filling roles due to shrinking talent pools, a trend that reinforces the need for more flexible and diverse workforce strategies like TTM. Total Talent Management (TTM) integrates full-time employees, freelancers, and contractors into a cohesive strategy that dynamically addresses staffing needs in a cost-effective manner.

Today's business landscape demands flexibility and resilience, especially in how teams are structured. TTM equips companies to adapt to shifting demands, access specialized skills on-demand, and control workforce costs more effectively. By blending traditional hires with contingent workers, organizations can build agile teams that stay competitive in rapidly changing markets.

Key Drivers for Total Talent Management

1. **Access to Specialized Skills**: Many projects require niche expertise that may not warrant a full-time position. Freelancers and contractors bring specialized skills to address these immediate needs, enabling core team members to focus on strategic objectives.
2. **Enhanced Workforce Flexibility**: TTM allows companies to scale up or down efficiently by adjusting the mix of contingent and permanent workers. In fact, 80% of organizations in 2024 reported incorporating remote or hybrid models to increase workforce adaptability. This adaptability lets businesses respond to project demands without committing to long-term hires.
3. **Cost-Effective Talent Solutions**: TTM enables strategic resource allocation, avoiding the fixed costs of an entirely full-time workforce. According to Deloitte, companies leveraging blended workforce strategies saved up to 30% on operational costs by reducing dependency on full-time roles for short-term projects. This flexibility brings significant cost savings, particularly for short-term or specialized projects.

For executive leaders, TTM offers a chance to align workforce strategy with overarching organizational goals. Moreover, 93% of business leaders believe that strategic workforce integration will be key to sustaining competitive advantage through 2025. By broadening the talent model beyond traditional employees, companies can better respond to market shifts, position themselves as innovative employers, and enhance their overall talent strategy.

How TTM Strengthens Organizational Strategy

1. **Agility and Responsiveness**: In a fluctuating business environment, a diverse talent strategy allows leaders to adapt quickly to market changes and emerging opportunities. In 2024, 73% of organizations emphasized the importance of aligning workforce models with rapid market shifts, showcasing the value of agile strategies.
2. **Resource Optimization**: A blended workforce enables leaders to deploy full-time employees on core tasks while leveraging freelancers or contractors for specialized, project-based work—maximizing efficiency without compromising quality. This approach also enables companies to deploy specialized freelancers for immediate needs, a practice cited by 68% of HR leaders as crucial to managing talent shortages.
3. **Building Resilience**: TTM provides stability, enabling organizations to pivot quickly. A balanced mix of permanent and contingent staff creates a resilient, adaptable team that can withstand economic shifts and industry changes. With 83% of firms recognizing the importance of workforce adaptability, TTM strategies are becoming essential for mitigating economic disruptions.

As talent models continue to advance, Total Talent Management is becoming a strategic advantage for companies focused on maintaining a competitive edge. Organizations that embrace this approach not only expand their talent pool but also position themselves as forward-thinking employers capable of meeting modern workforce demands.

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2024 U.S. Spencer Stuart Board Index

BY THE NUMBERS

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Business Wire

The Rise of Human-Centric Leadership

In 2025, employees are seeking more than just job stability; they want work environments that respect their mental, emotional, and social needs. A recent survey found that over 70% of workers prioritize well-being in their job choices, signaling a significant shift in expectations. This evolving perspective is reshaping how hiring managers and executive leaders approach workforce management and organizational culture, with a growing emphasis on employee well-being, mental health, and the implementation of robust diversity, equity, and inclusion (DEI) initiatives. As the nature of work changes, so too must leadership styles.

Emotional intelligence—the ability to recognize, understand, and manage one's own emotions while effectively navigating interpersonal dynamics—is a cornerstone of human-centric leadership. Empathetic leaders tune into their employees' emotional needs, creating an environment where individuals feel understood and valued. Research shows that 71% of employees feel more productive when working under leaders with high emotional intelligence, emphasizing the direct link between empathy-driven leadership and workplace performance. This empathy can drive productivity and enhance overall organizational performance.

The well-being of employees is no longer seen as a "nice-to-have" but as a business imperative. For example, companies implementing mental health programs report a 35% improvement in employee engagement and a 21% boost in organizational performance, according to Gallup's 2024 workplace trends survey. Companies such as Google have implemented comprehensive mental health resources, leading to a more engaged and productive workforce.

Clear, open communication is critical for keeping remote teams connected and engaged. Leaders need to create structured opportunities for both formal and informal check-ins, such as virtual coffee breaks or regular team huddles, to maintain alignment and camaraderie within the team. Slack's 2024 report further confirmed that organizations with frequent team check-ins see a 29% decrease in turnover, underscoring the need for structured communication strategies.

For executive leadership, these practices contribute to a healthier, more agile organization capable of adapting to evolving market and workforce demands. Moreover, 87% of C-suite leaders agree that adaptability and empathy will be the most critical leadership skills for navigating the future of work, as reported in PwC's Global Leadership Outlook. Leaders who prioritize empathy, flexibility, and inclusivity will foster stronger teams, cultivate a supportive and innovative culture, and ensure their organizations are equipped to thrive in the future of work.

Salary Guide

JOB TITLE	ANNUAL SALARY		
	LOW	HIGH	BONUS
SALES			
SALES OPERATIONS	$125,000	$250,000	20-30%
SDR / BDR	$50,000	$80,000	20-30%
INSIDE SALES	$50,000	$90,000	50-100%
SALES EXECUTIVE	$90,000	$150,000	Double at plan
CHANNEL SALES	$140,000	$220,000	60/40 split
PARTNERSHIPS	$140,000	$200,000	Double at plan
DIRECTOR OF SALES	$170,000	$185,000	Double at plan
VP OF SALES	$175,000	$250,000	Double at plan
CHIEF REVENUE OFFICER	$250,000	$325,000	Double at plan
FEDERAL SALES	$150,000	$170,000	Double at plan
PRODUCT			
BUSINESS ANALYST	$80,000	$130,000	10%
PRODUCT OWNER	$90,000	$130,000	15%
PRODUCT MANAGER	$130,000	$180,000	15%
DIRECTOR OF PRODUCT	$150,000	$190,000	15%
VP PRODUCT	$180,000	$240,000	20%
CHIEF PRODUCT OFFICER	$220,000	$300,000	30%
FINANCE			
FINANCIAL ANALYST	$60,000	$95,000	15%
CONTROLLER	$125,000	$175,000	20%
DIRECTOR OF FINANCE	$150,000	$185,000	20%
VP FINANCE	$190,000	$225,000	25%
CHIEF FINANCIAL OFFICER	$250,000	$350,000	30%
HR			
CHIEF PEOPLE OFFICER	$225,000	$275,000	25%
VP HR	$175,000	$210,000	25%
OPERATIONS			
CHIEF OPERATING OFFICER	$225,000	$315,000	25%
DIRECTOR OF OPERATIONS	$150,000	$200,000	25%
OTHER			
CHIEF EXECUTIVE OFFICER	$300,000	$450,000	50%
PRESIDENT	$250,000	$350,000	40%
GENERAL MANAGER	$225,000	$275,000	30%

Salary Guide

JOB TITLE

MARKETING	JOB TITLE	LOW	HIGH	BONUS
MARKETING	MARKETING MANAGER	$85,000	$125,000	15%
	DIRECTOR OF MARKETING	$140,000	$170,000	20%
	VP MARKETING	$180,000	$250,000	25%
	CHIEF MARKETING OFFICER	$250,000	$300,000	25%
	GROWTH MARKETING	$95,000	$140,000	15%
	MEMBER MARKETING	$85,000	$130,000	15%
	ENGAGEMENT MARKETING	$110,000	$160,000	15%
	EMAIL MARKETING	$110,000	$160,000	15%
	PUBLIC RELATIONS	$85,000	$130,000	15%
	CONTENT MARKETING	$125,000	$150,000	15%
	SOCIAL MEDIA	$95,000	$125,000	15%
	CHANNEL MARKETING	$120,000	$150,000	15%
	EVENT MARKETING	$95,000	$130,000	15%
	CREATIVE MARKETING	$95,000	$130,000	15%
	LEAD GENERATION	$85,000	$125,000	15%
	DEMAND GENERATION	$125,000	$160,000	20%
	COPYWRITER	$85,000	$125,000	15%
	PERFORMANCE MARKETING	$95,000	$145,000	20%
	PRODUCT MARKETING	$100,000	$140,000	15%
PROFESSIONAL SERVICES	CUSTOMER SUCCESS	$85,000	$110,000	15%
	DIRECTOR CUSTOMER SUCCESS	$125,000	$160,000	20%
	VP PROFESSIONAL SERVICES	$160,000	$200,000	20%
	DIRECTOR IMPLEMENTATION	$160,000	$190,000	20%
	PROJECT MANAGER	$120,000	$150,000	15%

Salary Guide

JOB TITLE

TECHNOLOGY/ENGINEERING

JOB TITLE	ANNUAL SALARY		BONUS
	LOW	HIGH	
CHIEF TECHNOLOGY OFFICER	$220,000	$300,000	30%
CHIEF INFORMATION SECURITY OFFICER	$220,000	$300,000	30%
VP ENGINEERING	$170,000	$250,000	20%
TECHNICAL PROGRAM MANAGER	$160,000	$225,000	15%
DATA ENGINEER - SWE	$95,000	$160,000	10%
DATA SCIENTIST	$140,000	$170,000	10%
DATA SCIENCE MANAGER	$180,000	$220,000	10%
DATA ANALYST	$90,000	$130,000	10%
UX / UI	$110,000	$150,000	15%
BACKEND SWE	$130,000	$160,000	10%
FRONTEND SWE	$120,000	$150,000	10%
FULLSTACK	$140,000	$200,000	10%
QA TEST / SDET	$75,000	$120,000	10%
SOLUTION ARCHITECT	$190,000	$250,000	15%
SR. DEVELOPER	$125,000	$160,000	15%
DEVOPS	$120,000	$150,00	10%
SR. DEVOPS	$150,000	$180,000	10%
SITE RELIABILITY ENG. SRE	$160,000	$200,000	10%
CLOUD ENG. NETWORK OPS	$150,000	$190,000	10%
SECOPS SECURITY ENG.	$160,000	$180,000	10%
ML / AI ENG.	$170,000	$225,000	10%
MOBILE ENG. (IOS / ANDROID)	$150,000	$180,000	10%

ABOUT DIRECT RECRUITERS, INC.

Since 1983 Direct Recruiters, Inc. has been recognized as the relationship-focused search firm specializing in building customized employment solutions.

DRI Government Technology

Direct Recruiters specializes in recruiting, staffing, search and consulting solutions for the Government Technology Industry. Our team is dedicated to sourcing, identifying, acquiring, and retaining top performing professionals for our clients. We have recruiting expertise across the Public Safety, Public Sector and Federal industries. The DRI executive search team is comprised of Senior GovTech Recruiters and Research Associates who have a thorough understanding of how to recruit for the industry, current job market, and what it takes to fill open positions.

Direct Recruiters is dedicated to customized solutions that include sourcing, identifying, acquiring, onboarding and retaining top-performing professionals to elevate the success of our client organizations.