100X | JOBS

SALARY GUIDE 2026 · FOR JOB SEEKERS

HR & Recruiting

What HR and recruiting people are asking to be paid, why they're looking, where they'll work, and how to use it to get paid what you're worth.

$85K
Typical ask for an HR Generalist

34%
Are looking because of a layoff or company change

92%
Would work hybrid

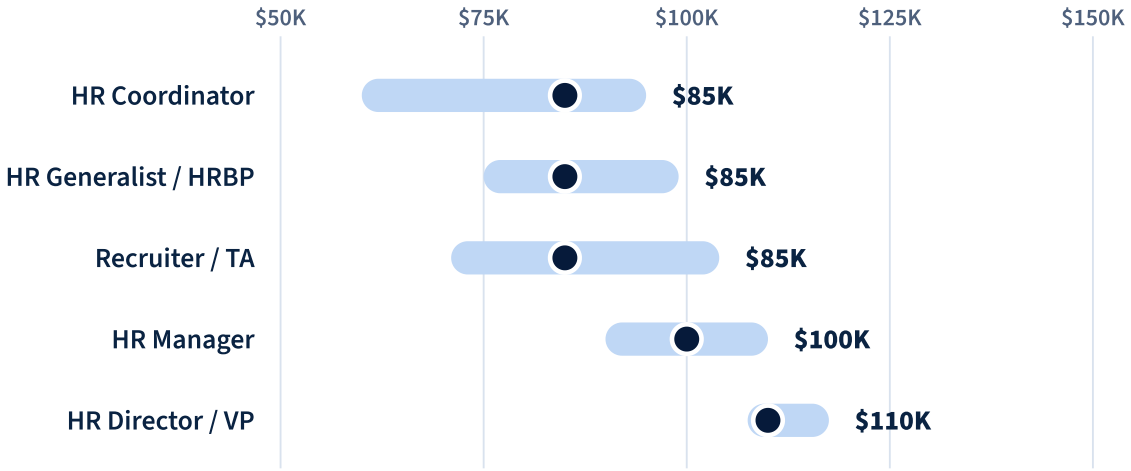
5%
Will only work remote

Built from 488 NorthPoint Search Group candidate questionnaires and job applications (January 2025 – October 2026) and U.S. Bureau of Labor Statistics data.

PAY

What they're asking to be paid

Desired base salary, from 181 candidates who told us what they want in their next role. The bar is the middle half of answers. The dot is the typical ask (the median).



> Most people set their lowest number close to their ask. An HR Manager asking $100K says the lowest they'd take is about $100K. Decide your own floor before the first call.

TITLE	ANSWERS	MIDDLE HALF	TYPICAL ASK	LOWEST THEY'D TAKE
HR Coordinator / Specialist	13	$60K – $95K	**$85K**	$75K
HR Generalist / Business Partner	98	$75K – $99K	**$85K**	—
Recruiter / Talent Acquisition	30	$71K – $104K	**$85K**	$70K
HR Manager	33	$90K – $110K	**$100K**	$100K
HR Director / VP	7	$107.5K – $117.5K	**$110K**	—

Government numbers for comparison

Median annual pay, metro Atlanta, May 2025 (BLS). These include every experience level, so they can run lower than what experienced candidates ask for.

Human resources managers	**$161,250**
Human resources specialists (incl. recruiters)	**$75,410**
Training and development specialists	**$71,330**
Compensation and benefits specialists	**$70,390**

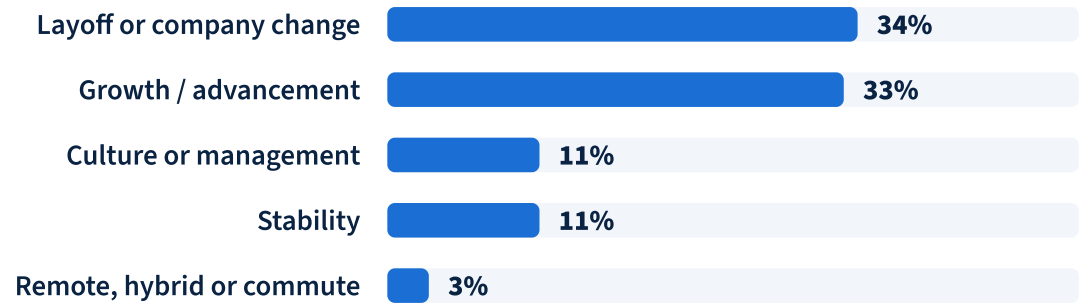
How to read this

Asking pay is base salary only, before bonus and benefits. Titles with fewer than 5 answers aren't shown. About 44% of candidates who gave a location are in Georgia; the rest are spread across the U.S.

WHY THEY MOVE

Layoffs are the top reason people are looking

Why they're looking, from 212 candidates who answered in their own words.
Many gave more than one reason, so the bars add up to more than 100%.

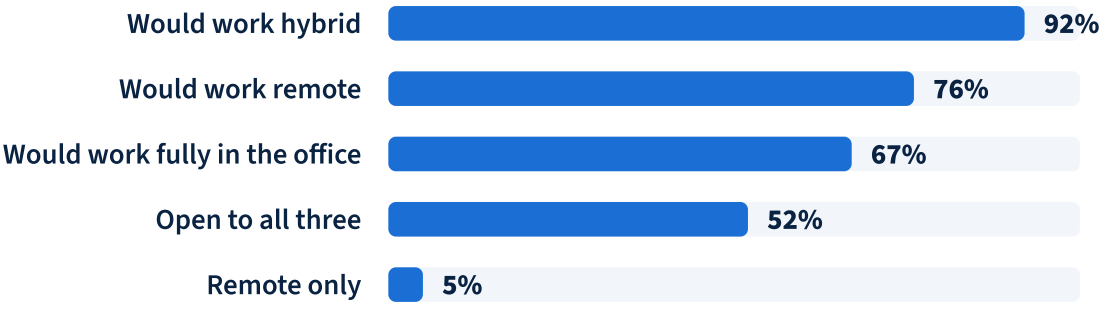


34% are on the market because of a layoff or a change at their company. Pay barely comes up. If that's you, you're not alone.

WHERE THEY'LL WORK

Hybrid works for almost everyone

From 236 candidates. They could pick every setup they'd accept.

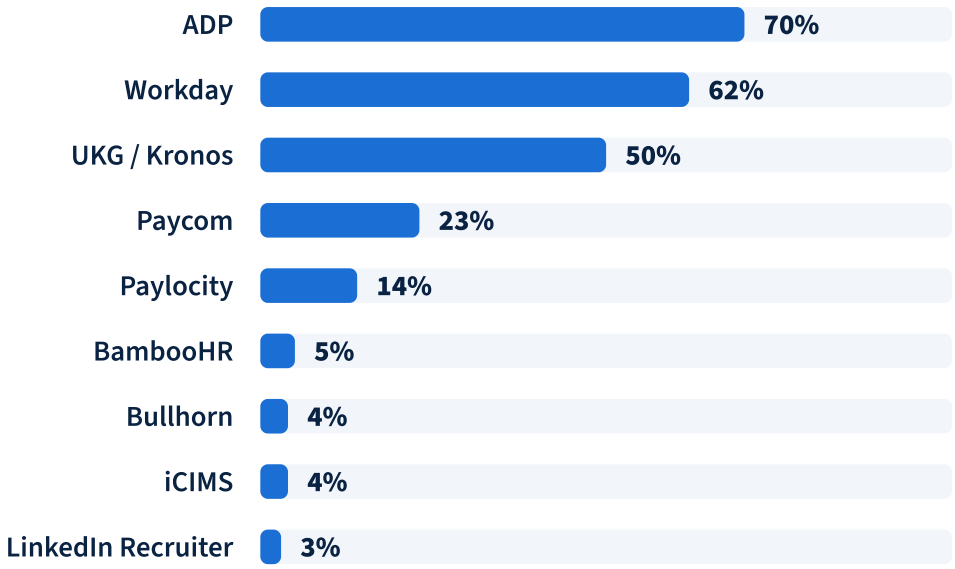


92% would work hybrid and 67% would work fully in the office. Only 5% will only work remote. Say what you'll accept in your first message, so nobody has to guess.

SYSTEMS

The software they know

HR, payroll and recruiting systems named by 195 candidates. Many know more than one.



ADP is the most common: 70% know it. Workday and UKG / Kronos follow at 62% and 50%. Put the systems you know near the top of your résumé.

TURNOVER

How often people leave

Departures per 100 jobs in a year (all separations, 2025), from the BLS Job Openings and Labor Turnover Survey.



How long people stay

Median years with their current employer, January 2026 (BLS).

Management (incl. HR directors)	**6.1 years**
Business and financial operations (incl. HR and recruiters)	**4.6 years**
All occupations	**4.1 years**

What that means for you

At professional and business services employers, about 55 of every 100 jobs come open over a year. At the average private employer, about 43. People leave all year long, so new openings keep coming, not just in January.

A year is 12 times the average monthly rate. It counts departures, so one seat can turn over more than once.

WHAT TO DO

Five ways to get paid what you're worth

1. **Know your number.**
   Find your title in the pay table. Ask near the typical ask, and decide the lowest number you'd take before the first call. Most people set a floor close to their ask: a HR Manager asking $100K says the lowest they'd take is about $100K.

2. **You're not alone.**
   34% are looking because of a layoff or a change at their company. Say it plainly in one sentence, then talk about what you want to do next.

3. **Say where you'll work.**
   92% will work hybrid. Only 5% insist on remote. Put what you'll accept in your first message.

4. **Lead with your systems.**
   Put your HRIS and payroll system near the top of your résumé, where a hiring manager will see it in seconds.

5. **Go to the hiring manager.**
   When you apply online, your résumé goes to HR first. Find the person you'd work for and send a short note with a 30-second video intro.

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METHOD AND SOURCES

Pay, reasons, work setup and software come from screening questionnaires and job applications that candidates completed for NorthPoint Search Group between January 24, 2025 and October 1, 2026: 488 people, newest form per person. Pay figures are desired base salary for the titles shown; the middle half is the 25th to 75th percentile, rounded to $500. Groups with fewer than 5 answers are left out, and no individual answer is shown.

- BLS Job Openings and Labor Turnover Survey, 2025 annual averages (released March 13, 2026), Tables 20 and 22.
- BLS Employee Tenure, median years with current employer by occupation, January 2026, Table 6.
- BLS Occupational Employment and Wage Statistics, May 2025, Atlanta-Sandy Springs-Roswell, GA.