The Pay in Pay TV

As pay TV companies compete with "the Googles" to fill roles vital in the digital age, they're rethinking compensation strategies and revising job offers to appeal to candidates motivated by more than just money, like flexible hours, the ability to work remotely and corporate values.

MSOs and programmers have upped salaries for engineering, IT and digital pros as they build their workforces for the future. Samples of 2015's hot jobs and the salary increases they saw:

Manager, Product Engineering
Oversees teams involved in design, development and support of technical products and services
+9%

Principal Product Engineer
Leads technical projects involving integrated system design and architecture across multiple platforms and lines of business
+9%

Senior Product Engineer
Brings in-depth technical expertise to designing and implementing systems for strategic engineering projects
+7%

MSOs

The need to stay ahead of "how the viewer of the future will be watching cable content and what that content experience will be like" is driving salary increases for engineering jobs, Lisa Kaye, president/CEO of Greelightjobs.com and co-chair of the 2015 CTHRA Compensation Surveys, said.

Programmers

As linear programmers make the digital transition, "any role that fits in with digital media platforms or touches digital, there is a premium on it, and that is a product of supply and demand," Kaye said.

Senior Digital Assets Specialist
Manages company-wide inventory of digital, video and still assets
+12%

Senior Producer
Oversees content production for series and/or specials, live broadcasts, news, sports or Web video
+11%

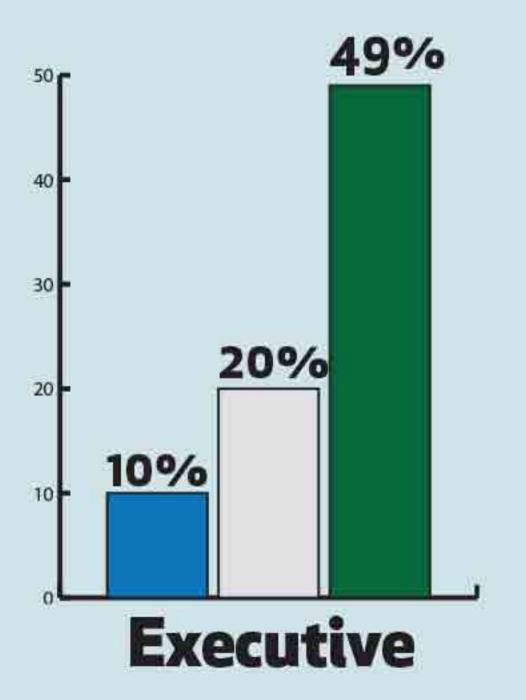**Digital Media Marketing IC (Individual Contributor)**
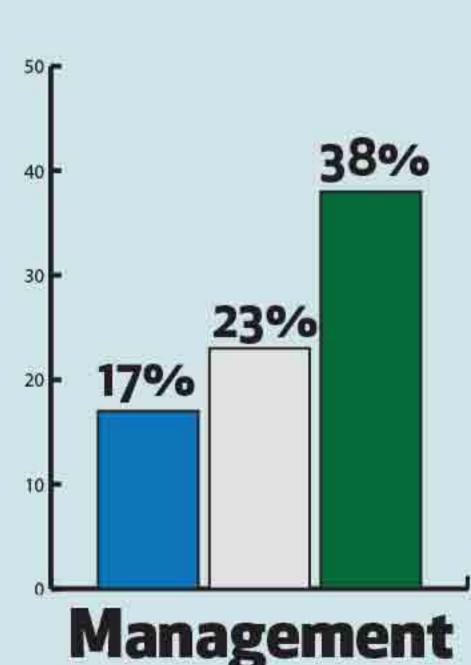Creates multiplatform digital marketing campaigns designed to engage viewership
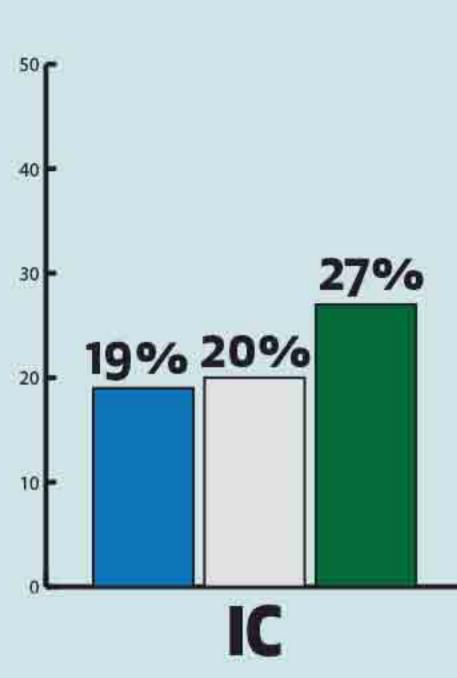**+8%**

Despite those increases, pay TV companies continue to lag on the compensation scale, with digital and tech companies outpacing them by 27% to 49% in total salary and benefits across the org chart.*

The Compensation Premium at Digital/Tech Companies

Here is how much more digital and technology companies pay employees in executive, management and individual contributor categories compared with pay TV companies (distributors and programmers), according to the Cable & Telecommunications Human Resources Association's 2015 compensation survey:

Executive: 10%, 20%, 49%

Management: 17%, 23%, 38%

IC: 19%, 20%, 27%

KEY
Blue: Base Salary

Grey: Total Cash Compensation

Green: Total Direct Compensation

*Analysis excludes sales positions