

ACCOUNTING/FINANCE

Accounting focuses the day-to-day flow of money in and out of an organization. Accountants examine, analyze, and interpret accounting records to prepare financial statements, give advice, or audit and evaluate statements prepared by others. Finance occupations involve managing assets and liabilities and planning for future growth. Finance managers plan, direct, or coordinate accounting, investing, banking, insurance, securities, and other financial activities of a branch, office, or department of an establishment.

“ The accounting landscape in 2025 is marked by a rapid evolution driven by technology, necessitating a workforce skilled in data analysis, technology integration, and strategic advisory services. Automation is transforming the accounting landscape by automating routine tasks, allowing accountants to shift their focus to analytical and soft skills, ultimately leading to more strategic and advisory roles within businesses. ”

– 2025 AI Overview on Accounting Trends



Representative Industry Occupations



Accounting

| | | |
|------------------------|---------------------|------------|
| Office & Billing Clerk | \$ 20.00–34.00 / hr | HS diploma |
| Tax Preparer | \$ 29.00–35.00 / hr | HS diploma |
| Accounting Clerk | \$ 22.00–34.00 / hr | AA/AS |
| Accountant/Auditor | \$ 31.00–45.00 / hr | BA/BS |
| Financial Manager | \$ 59.00–92.00/ hr | BA/MA |
| Contoller | \$ 109.00–204.00/hr | BA/MA |



Finance

| | | |
|-------------------------------|---------------------|------------|
| Financial Clerk | \$ 17.00–26.00 / hr | HS diploma |
| Financial Advisor | \$ 28.00–56.00/hr | BA/BS |
| Financial Analyst | \$ 34.00–48.00/hr | BA/BS |
| Finance Manager | \$ 59.00–90.00/hr | BA/BS |
| Finance Director | \$ 84.00–161.00/hr | BA/BS |
| Chief Financial Officer (CFO) | \$ 142.00–415.00/hr | BA/MA |

Career Advisor Corner

The human element will always be critical in accounting because it's a field that requires judgment and expertise. What this really means is accountants will have the chance to shift their focus. Instead of spending so much time on routine, repetitive tasks like data entry or reconciliations, they can concentrate on higher-level advisory work – offering insights and strategic guidance that bring far greater value to clients and businesses.

Continuing education is highly valued within the accounting world. Accountants are expected to stay on top of trends, best practices, and laws that govern their work. In fact, most certifying organizations require licensees to take a certain number of approved continuing education courses in order to stay current.

ACCOUNTING & FINANCE - SAN FRANCISCO BAY AREA

Key Trends for 2025 Hiring in Santa Clara & San Mateo (Bay Area)

In 2025, accounting hiring in Santa Clara and San Mateo counties reflects broader Bay Area trends—strong demand but offset by cautious hiring practices.

High Demand for Skilled Accountants

Many local employers, especially in tech, biotech, and financial services, are actively seeking accounting professionals with expertise in ERP software (NetSuite, SAP), data visualization, and financial compliance. Salaries are trending upward, often with 10–20% growth, especially for candidates with CPA credentials or advanced tech skills.

Tight Labor Supply & Competitive Packages

There's a persistent talent shortage, particularly among new CPAs and mid-level accountants. Employers are responding with competitive compensation, hybrid work options, and added perks to attract and retain top talent.

Selective Hiring & Extended Searches

Despite strong unemployment and growth, many firms are cautious—employing temporary or contract-to-hire roles to 'test' candidates before full commitment. Hiring cycles are longer and more selective than in recent boom years.

Bay Area's Leading Job Market, but with Headwinds

The region—especially Santa Clara—continues to lead California in job growth (~6% annual payroll growth through mid-2024), but recent recession-style layoffs in tech have slowed momentum. Accounting and finance have held up better than tech but still face tighter scrutiny and slower decision-making on hires.

Resources



Professional associations are a particularly good source of information. These associations host events, post industry-specific job listings, and provide educational opportunities. They are a great source of job leads and provide networking opportunities for entry-level to experienced professionals.

Professional Associations

[American Accounting Assn.](#)
[Accounting & Financial Women's Alliance](#)
[California Assn. of CPAs](#)
[FEI Silicon Valley](#)
[FPA of Silicon Valley](#)

Staffing Agencies

[Robert Half](#)
[Lee Hecht Harrison \(LHH\)](#)
[American Association of Finance and Accounting](#)
[Aston Carter](#)
[Randstad](#)
[Creative Financial Staffing](#)
[West Valley Staffing](#)
[Adecco](#)
[Kforce](#)
[Manpower](#)
[Vaco](#)

Certificates / Training Opportunities

[New Future \(ACCEL\)](#)
Serving San Mateo County
[San Mateo County Community College District](#)
Free courses for San Mateo County residents
[Foothill College](#)
[De Anza College](#)
[Evergreen](#)
[San Jose City College](#)
[West Valley College](#)
[Mission College](#)
[East Side Adult Education](#)
[MVLA - Adult School](#)
Milpitas Adult Education
[Accounting](#) [Finance](#)

Online Courses

[Udemy Free Accounting Training](#)
[Accounting Coach](#)
[Coursera Accounting courses](#)