

# The Results Are In:

## 2018 SMPS Marketing Compensation and Metrics Survey\*

Providing annual updates and comparison reports to educate marketers about hiring and spending trends.

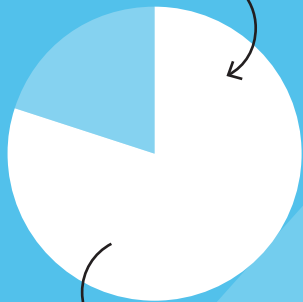
### Median Salary Earned in 2018:



**\$70,000**  
(n=1,018)

### Bonus/Incentives Earned:

80% were eligible to receive a bonus



Median income from bonuses:

**\$4,000**

### Median Salary by Job Function:\*\*

Marketing Assistant

**\$45,000**

Marketing Coordinator

**\$56,450**

Marketing Manager

**\$74,000**

Business Development Manager

**\$75,000**

Marketing Director

**\$85,000**

Business Development Director

**\$100,000**

Chief Marketing Officer

**\$120,000**

Principal-in-Charge of Marketing

**\$120,000**

\*\*Data may be filtered based on: state or region, role/responsibility, years in profession, education level, type of firm, and more. That's really valuable, right?

### Alternate Work Arrangements:

68% participated in flexible work schedules



40% telecommuted

29% did not participate in flexible work scheduling



### Median hours worked in a week:

**45**

### Education and Training Provided by Firms:



92% paid for professional association memberships



68% provided educational assistance



40% reimbursed for tuition expenses

\*Note: 2018 data collection began September 21, 2018. Results are as of August 12, 2019.



### NOW OPEN FOR 2019 DATA ENTRY.

Visit [smps.org/salary-survey](https://smps.org/salary-survey) to learn more and enter data. Members who answer 40% or more of the questions receive free access to run reports when results are available. Data collection closes November 18. Results and reports will be available on December 9.