

# The Results Are In:

## 2019 SMPS Marketing Compensation and Metrics Survey\*

Providing annual updates and comparison reports to educate marketers about salary and compensation trends.

### Median Salary Earned in 2019:



**\$72,000**  
(n=922)

### Bonus/Incentives Earned:

81% were eligible to receive a bonus



Median income from bonuses:

**\$3,500**

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

Marketing Assistant

**\$44,610**

Marketing Coordinator

**\$57,000**

Marketing Manager

**\$75,000**

Business Development Manager

**\$78,000**

Marketing Director

**\$85,234**

Business Development Director

**\$100,000**

Chief Marketing Officer

**\$112,500**

Principal-in-Charge of Marketing

**\$122,500**

\*\*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:

69% participated in flexible work scheduling



43% telecommuted

27% were not offered flexible work scheduling



### Median hours worked in a week:

**44**

### Education and Training Provided by Firms:



91% paid for professional association memberships



68% provided educational assistance



38% reimbursed for tuition expenses

\*Note: 2019 data collection began September 16, 2019. Results are as of August 20, 2020.



### NOW OPEN FOR 2020 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 23. Results and reports will be available on December 14.

Learn more: [smps.org/salary-survey](https://smps.org/salary-survey)