SMPS Survey Results: Pandemic Influence on Compensation*

Here’s how COVID-19 impacted salary and benefits for marketers and business developers in the A/E/C industries.

Reporting Regions

<table>
<thead>
<tr>
<th>Region</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Canada</td>
<td>1%</td>
</tr>
<tr>
<td>United States</td>
<td>93%</td>
</tr>
<tr>
<td>Other</td>
<td>6%</td>
</tr>
</tbody>
</table>

Current Employment Status

- Employed Full-Time: 93%
- Employed Part-Time: 4%
- Not Employed & Looking: 1%
- Furloughed Employee: 1%
- Other: 1%

Telecommute/Telework Opportunities

- 96% were able to telecommute during the COVID-19 pandemic
- 80% teleworked 100% at their home or other location
- 71% telecommuted for over 15 weeks

Primary Job Function

- Marketing Assistant: 5%
- Marketing Coordinator: 25%
- Marketing Manager: 32%
- Marketing Director: 10%
- Business Development Manager: 10%
- Business Development Director: 4%
- Chief Marketing Officer: 4%
- Principal-in-Charge of Marketing: 7%

Marketing Spending

- 52% report reduced spending or plan for reduced spending for the upcoming months.
- 43% remained the same
- 5% increased

Your Firm’s Primary Discipline

- Architecture: 14%
- Architectural/Engineering: 11%
- Construction/Contracting: 8%
- Construction Management/Design/Build: 1%
- Engineering: 37%
- Environmental engineering: 4%
- Geotechnical engineering: 2%
- Interior design: 1%
- Landscape architecture: 1%
- Marketing consulting: 3%
- Other: 3%

*Note: data collection took place between September 14–November 23, 2020.