

# The Results Are In:

## 2020 SMPS Marketing Compensation and Metrics Survey\*

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

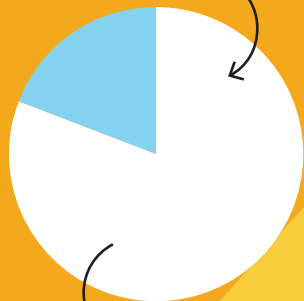
### Median Salary Earned in 2020:



**\$75,000**  
(n=1,031)

### Bonus/Incentives Earned:

83% were eligible to receive a bonus



Median income from bonuses:

**\$4,284**

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

Marketing Assistant

**\$49,200**

Marketing Coordinator

**\$60,000**

Marketing Manager

**\$75,000**

Business Development Manager

**\$80,000**

Business Development Director

**\$94,000**

Marketing Director

**\$95,000**

Chief Marketing Officer

**\$114,000**

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:

70% participated in flexible work scheduling



65% telecommuted

18% were not offered flexible work scheduling



### Median hours worked in a week:

**43**

### Education and Training Provided by Firms:



90% paid for professional association memberships



67% provided educational assistance



37% reimbursed for tuition expenses

\*Note: 2020 data collection began September 7, 2020. Results are as of August 27, 2021.



### NOW OPEN FOR 2021 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 19. Results and reports will be available on December 13.

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