

# The Results Are In:

## 2022 SMPS Marketing Compensation and Metrics Survey\*

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

### Median Salary Earned in 2022:



**\$82,405**  
(n=1,138)

### Bonus/Incentives Earned:

85% were eligible to receive a bonus



Median income from bonuses:

**\$5,500**

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

Marketing Assistant

**\$51,000**

Marketing Coordinator

**\$64,750**

Marketing Manager

**\$84,500**

Business Development Manager

**\$99,000**

Business Development Director

**\$120,000**

Marketing Director

**\$103,000**

Principal-in-Charge of Marketing

**\$125,770**

Chief Marketing Officer

**\$128,000**

\*\*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:

71% participated in flexible work scheduling



74% telecommuted

13% were not offered flexible work scheduling



### Median hours worked in a week:

**42**

### Education and Training Provided by Firms:



88% paid for professional association memberships



68% provided educational assistance



42% reimbursed for tuition expenses

\*Note: 2022 data collection began 9/19/22. Results are as of 2/8/2023.



### NOW OPEN FOR 2023 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)