

# 2016 Salary Guide

Marketing | Creative | Communications | Digital



## The search for top talent is more challenging than ever.

With the national unemployment rate at its lowest point since 2007, job seekers are being more selective, and our clients are discovering that it takes extra effort to attract the very best professionals. In this competitive market, finding the right marketing, creative, communications and digital talent is essential to reduce turnover, avoid the high costs of bad hires and outshine your competition.

However, finding the best candidate — someone with the right combination of hard and soft skills, as well as intangible qualities that fit your company's culture — is easier said than done. Great talent is out there; you just need to dig deeper to find it — and also make it a priority to retain the talent you already have.

While many factors go into attracting, hiring and retaining the best people, it all starts with compensation. That's why we've developed our 2016 Salary Guide to be your premier resource for national and local salary data for today's most in-demand marketing, creative, communications and digital positions. We hope this year's guide provides you with the right combination of salary figures and information to help you hire and retain the most talented professionals in 2016.

Sincerely,  
John L. Marshall III  
President

### 2016 SALARY GUIDE

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## A winning profession

Per U.S. News & World Report, the following positions ranked among the 25 best jobs in America in 2015, based on salary, work-life balance and job growth:

- #11 Web Producer
- #14 Market Research Analyst
- #15 Marketing Manager

Creative professionals construct the personalities behind brands and help companies grow by driving awareness, interest, desire and purchases. But top marketing, creative, communications and digital talent isn't easy to find, and companies must use their own creativity to attract and retain these professionals.

While salaries are paramount to hiring, there are plenty of other factors beyond compensation. So before we get to the salary data, let's take a quick look at the state of the market and a few of those other hiring factors.

## Exceptional growth

According to the U.S. Bureau of Labor Statistics, these positions will realize substantial job growth through 2022:

- 32% Market Research Analysts
- 20% Web Producers
- 12% Marketing Managers
- 7% Graphic Designers

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>2% projected salary growth for all positions in 2016



### BEYOND SALARY — THE OTHER HIRING FACTORS

What does creative talent want from you?

**Inspiring culture:** Imagination is the fuel, and innovation is the reward.

**Quality > quantity:** The creativity and benefit of work trumps the volume of work.

**Fast pace:** Marketing is quickly — and eternally — evolving, as are creative minds.

**Fulfillment:** Attaining personal goals + contributing to company goals = fulfillment.

# About the salaries in this guide.

## Where do we get our data?

Our accurate, up-to-date salary figures represent national averages compiled by our expert staffing professionals across the country, working with data provided by CareerBliss. This guide also features job descriptions for key positions we fill nationwide. Salaries may be affected by many factors, including your company size, benefits offered, location, educational requirements and local supply/demand trends.

The data in our guide is broken into the following categories:

### AVERAGE BASE SALARY BY COMPANY SIZE

**Small:** Based on less than 50 million in annual sales, all industries.

**Medium:** Based on 50-200 million in annual sales, all industries.

**Large:** Based on greater than 200 million in annual sales, all industries.

### BASE SALARY

**Low:** Based on all company sizes and industries. Only 10% of the national workforce is paid below this figure.

**High:** Based on all company sizes and industries. Only 10% of the national workforce is paid above this figure.

**Average:** Based on all company sizes and industries. This figure represents the national average.

### TOTAL CASH COMPENSATION

**Low:** Based on all company sizes and industries. Includes annual cash incentives. Only 10% of the national workforce is below this.

**High:** Based on all company sizes and industries. Includes annual cash incentives. Only 10% of the national workforce is above this.

**Average:** Based on all company sizes and industries. This figure represents the national average.

## Get the most comprehensive salary data for your local job market.

We realize that salaries in your city may not be the same as salaries in another area of the country. That's why we've provided variances for fifteen key markets in the chart below. These variances are vital in helping you determine salary ranges for your specific job market.

### HOW TO USE THE VARIANCES

The percentages listed in our variance chart will help you calculate a more accurate salary range for your area — just follow these steps.

#### EXAMPLE

A Communications Director has a national base salary average of \$139,876. The company is based in Dallas, TX. The variance for Dallas is 105.40%.

**Here is the calculation you should use:**  
 $\$139,876 \times 105.40\% = \$147,429$

The average salary for a Communications Director in Dallas, TX would be \$147,429.

#### THE VARIANCES

|                             |         |
|-----------------------------|---------|
| Atlanta, GA . . . . .       | 104.52% |
| Austin, TX . . . . .        | 103.64% |
| Boston, MA . . . . .        | 115.14% |
| Chicago, IL . . . . .       | 110.05% |
| Dallas, TX . . . . .        | 105.40% |
| Denver, CO . . . . .        | 107.22% |
| Houston, TX . . . . .       | 104.95% |
| Los Angeles, CA . . . . .   | 115.17% |
| Minneapolis, MN . . . . .   | 108.07% |
| New York, NY . . . . .      | 118.54% |
| Phoenix, AZ . . . . .       | 104.90% |
| Portland, OR . . . . .      | 106.24% |
| San Francisco, CA . . . . . | 122.65% |
| Seattle, WA . . . . .       | 112.68% |
| Washington, DC . . . . .    | 112.78% |

Metro market variances are based on salary averages; increases or decreases in demand for certain positions may impact this percentage.

## Agency Account Services

|   | Base salary by company |         |         | Base salary |         |                | Total cash compensation |         |                |
|---|------------------------|---------|---------|-------------|---------|----------------|-------------------------|---------|----------------|
|   | SMALL                  | MEDIUM  | LARGE   | LOW         | HIGH    | AVERAGE        | LOW                     | HIGH    | AVERAGE        |
| Account Coordinator                                 | 52,110                 | 54,956  | 58,100  | 40,267      | 79,345  | <b>56,145</b>  | 41,047                  | 81,296  | <b>57,335</b>  |
| Account Planner                                     | 57,538                 | 60,164  | 62,626  | 38,874      | 74,274  | <b>53,693</b>  | 41,447                  | 76,688  | <b>56,351</b>  |
| Account Executive                                   | 60,937                 | 64,475  | 68,165  | 58,579      | 99,371  | <b>70,578</b>  | 59,835                  | 109,916 | <b>75,185</b>  |
| Account Supervisor                                  | 77,862                 | 81,784  | 86,466  | 70,403      | 101,185 | <b>91,202</b>  | 72,375                  | 138,961 | <b>98,276</b>  |
| Account Director                                    | 90,019                 | 95,611  | 118,878 | 85,243      | 133,759 | <b>108,457</b> | 87,274                  | 164,697 | <b>119,755</b> |
| Executive Vice President,<br>Group Account Director | 158,501                | 166,704 | 189,179 | 144,370     | 210,284 | <b>178,929</b> | 169,736                 | 308,382 | <b>226,528</b> |

### Account Coordinator

Organizes advertising for print media. Coordinates scheduling and promotions to ensure client satisfaction and project completion. Maintains client relationships. May require a bachelor's degree in the field or in a related area and 2-4 years of experience. Familiar with a variety of the field's concepts, practices, and procedures. Relies on extensive experience and judgment to plan and accomplish goals. Performs a variety of tasks. May lead and direct the work of others. A wide degree of creativity and latitude is expected. Typically reports to a supervisor or manager.

### Account Planner

Responsible for planning, defining and implementing creative assets for new campaigns. Provides projects with strategic direction and defines the guidelines from which the creative team can implement the client's requirements. Meets with clients and leads detailed discussions to understand their objectives. Analyzes market research and collects information regarding consumer behavior. May require a bachelor's degree in area of specialty and at least 3 years of experience in the field or in a related area. Familiar with a variety of the field's concepts, practices, and procedures. Relies on experience and judgment to plan and accomplish goals. Performs a variety of tasks. A wide degree of creativity and latitude is expected. Typically reports to a supervisor or manager.

### Account Executive

Develops and maintains favorable relationships with new and existing clients in order to increase revenue. Ensures that organizational goods or services consistently meet client needs. May be responsible for providing sales quotations as well as sustaining and renewing client contracts. May require a bachelor's degree in area of specialty and at least 3 years of experience in the field or in a related area. Familiar with a variety of the field's concepts, practices, and procedures. Relies on experience and judgment to plan and accomplish goals. Performs a variety of tasks. A wide degree of creativity and latitude is expected. Typically reports to a supervisor or manager.

### Account Supervisor

Develops and maintains favorable relationships with new and existing clients in order to increase revenue. Ensures that organizational goods or services consistently meet client needs. May be responsible for sustaining and renewing client contracts. Reports on sales activities and creates sales quotations for customers. Typically handles larger or more complex client accounts. May require a bachelor's degree and at least 5 years of experience in the field or in a related area. Familiar with a variety of the field's concepts, practices, and procedures. Relies on extensive experience and judgment to plan and accomplish goals. Performs a variety of tasks. May lead and direct the work of others. A wide degree of creativity and latitude is expected. Typically reports to a manager or head of a unit/department.

### Account Director

Defines business strategies by applying knowledge based on customer market. Responsible for retention and growth of the existing client base through individual efforts and efforts of the account management team to deliver profitable quality service. Manages client assignments. Builds strong customer relationships. Requires a bachelor's degree in area of specialty and 8-10 years of experience in the field or in a related area. Familiar with a variety of the field's concepts, practices, and procedures. Relies on extensive experience and judgment to plan and accomplish goals. Performs a variety of tasks. Leads and directs the work of others. A wide degree of creativity and latitude is expected. Typically reports to top management.

### Executive Vice President, Group Account Director

Plans and directs all aspects of an organization's policies and initiatives regarding its advertising strategy. Responsible for directing the conception and placement of all advertisements, developing and implementing effective advertising campaigns, and ensuring all advertising efforts work toward the organization's overall goals and objectives. Requires a bachelor's degree with at least 15 years of experience in the field. Familiar with a variety of the field's concepts, practices, and procedures. Relies on extensive experience and judgment to plan and accomplish goals. Performs a variety of tasks. Leads and directs the work of others. A wide degree of creativity and latitude is expected. Typically reports to top management.

Media

|                         | Base salary by company |        |        | Base salary |         |               | Total cash compensation |         |                |
|-------------------------|------------------------|--------|--------|-------------|---------|---------------|-------------------------|---------|----------------|
|                         | SMALL                  | MEDIUM | LARGE  | LOW         | HIGH    | AVERAGE       | LOW                     | HIGH    | AVERAGE        |
| Media Planner           | 50,055                 | 52,768 | 55,576 | 40,578      | 69,155  | <b>53,851</b> | 40,643                  | 69,778  | <b>54,090</b>  |
| Media Buyer             | 58,588                 | 61,771 | 65,222 | 43,140      | 87,041  | <b>63,069</b> | 44,635                  | 89,425  | <b>64,259</b>  |
| Media Relations Manager | 87,883                 | 90,654 | 99,278 | 61,071      | 131,791 | <b>95,847</b> | 61,720                  | 145,465 | <b>103,259</b> |

**Media Planner**

Responsible for research and development of media plans and identifying target audiences and ideal media outlets. Recommends media mix and frequency that is in line with the budget and established media objectives. May require a bachelor's degree and 2-4 years of experience in the field or in a related area. Familiar with standard concepts, practices, and procedures within a particular field. Relies on experience and judgment to plan and accomplish goals. Performs a variety of tasks. Works under general supervision. A certain degree of creativity and latitude is required. Typically reports to a supervisor.

**Media Buyer**

Responsible for negotiating, scheduling, and buying appropriate media. Must identify target audience and ensure media reaches target audience. Works closely with media planner to implement media plan. May require a bachelor's degree and 2-4 years of experience in the field or in a related area. Familiar with standard concepts, practices, and procedures within a particular field. Relies on experience and judgment to plan and accomplish goals. Performs a variety of tasks. Works under general supervision. A certain degree of creativity and latitude is required. Typically reports to a supervisor.

**Media Relations Manager**

Develops and implements policies and procedures for the relations between the media and the organization. Works to expand understanding of the organization's business, performance, and strategy. Pre-pares summaries of media activity for senior management. May serve as the company's spokesperson. Requires a bachelor's degree in area of specialty and at least 7 years of experience in the field or in a related area. Familiar with a variety of the field's concepts, practices, and procedures. Relies on extensive experience and judgment to plan and accomplish goals. Performs a variety of tasks. Leads and directs the work of others. A wide degree of creativity and latitude is expected. Typically reports to a head of a unit/department.



# Product Marketing

|                                | Base salary by company |         |         | Base salary |         |                | Total cash compensation |         |                |
|--------------------------------|------------------------|---------|---------|-------------|---------|----------------|-------------------------|---------|----------------|
|                                | SMALL                  | MEDIUM  | LARGE   | LOW         | HIGH    | AVERAGE        | LOW                     | HIGH    | AVERAGE        |
| Product Manager                | 85,071                 | 88,490  | 94,597  | 71,457      | 125,954 | <b>96,229</b>  | 72,648                  | 133,866 | <b>97,469</b>  |
| Product Marketing Analyst      | 72,897                 | 76,605  | 80,506  | 58,410      | 84,384  | <b>69,671</b>  | 59,692                  | 104,492 | <b>82,457</b>  |
| Product Marketing Analyst, Sr. | 92,052                 | 96,280  | 101,302 | 76,365      | 115,606 | <b>94,371</b>  | 79,446                  | 125,938 | <b>105,183</b> |
| Product Marketing Director     | 125,541                | 135,225 | 155,422 | 117,714     | 186,945 | <b>153,464</b> | 126,003                 | 203,889 | <b>163,078</b> |

### Product Manager

Manages, develops, and implements marketing activities to maximize sales of an assigned product. Analyzes product performance, product competitiveness, and product trends in the marketplace and develops strategies for assigned product based on research and analysis. Works with sales teams to identify and implement appropriate sales strategies. May require a bachelor's degree and at least 4 years of experience in the field. Familiar with a variety of the field's concepts, practices, and procedures. Relies on experience and judgment to plan and accomplish goals. Performs a variety of tasks. May lead and direct the work of others. A wide degree of creativity and latitude is expected. Typically reports to a senior manager.

### Product Marketing Analyst

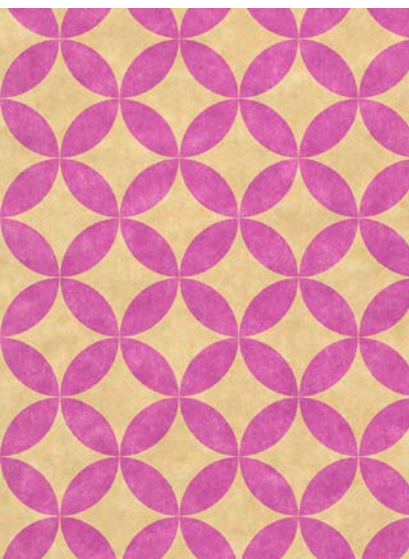
Prepares marketing strategies and programs for a product or product line. Evaluates product performance to help develop and update company goals and objectives. Advises sales team on any relevant product concerns. Recommends changes to current product development procedures based on market research and new trends. May require a bachelor's degree and 4-7 years of experience in the field or in a related area. Familiar with a variety of the field's concepts, practices, and procedures. Relies on extensive experience and judgment to plan and accomplish goals. Performs a variety of tasks. May lead and direct the work of others. A wide degree of creativity and latitude is expected. Typically reports to a supervisor or manager.

### Product Marketing Analyst, Sr.

Prepares marketing strategies and programs for a product or product line. Evaluates product performance to help develop and update company goals and objectives. Advises sales team on any relevant product concerns. Recommends changes to current product development procedures based on market research and new trends. Requires a bachelor's degree with at least 10 years of experience in the field. Familiar with a variety of the field's concepts, practices, and procedures. Relies on extensive experience and judgment to plan and accomplish goals. Performs a variety of tasks. May lead and direct the work of others. A wide degree of creativity and latitude is expected. Typically reports to a manager or head of a department.

### Product Marketing Director

Directs the marketing activities of one or more products or product lines within the organization. Oversees product lifecycles from initial proposal through production and sales. Identifies trends in the marketplace when suggesting new products or product enhancements. Involved in producing product projections in order to ensure that the strategic direction of a product is in line with overall company goals and objectives. Requires a bachelor's degree with at least 10 years of experience in the field. Familiar with a variety of the field's concepts, practices, and procedures. Relies on extensive experience and judgment to plan and accomplish goals. Performs a variety of tasks. Leads and directs the work of others. A wide degree of creativity and latitude is expected. Typically reports to top management.



## General Marketing

|                              | Base salary by company |         |         | Base salary |         |                | Total cash compensation |         |                |
|------------------------------|------------------------|---------|---------|-------------|---------|----------------|-------------------------|---------|----------------|
|                              | SMALL                  | MEDIUM  | LARGE   | LOW         | HIGH    | AVERAGE        | LOW                     | HIGH    | AVERAGE        |
| Brand Manager                | 89,163                 | 96,063  | 110,360 | 73,146      | 130,182 | <b>100,931</b> | 76,456                  | 146,007 | <b>110,126</b> |
| Business Development Manager | 105,857                | 109,153 | 120,070 | 82,650      | 152,619 | <b>117,267</b> | 89,377                  | 172,347 | <b>129,525</b> |
| Channel Marketing Manager    | 102,131                | 107,904 | 117,968 | 80,493      | 151,786 | <b>116,507</b> | 88,120                  | 171,502 | <b>127,306</b> |
| Chief Marketing Officer      | 182,276                | 191,710 | 217,556 | 167,373     | 247,468 | <b>211,622</b> | 196,780                 | 362,912 | <b>266,056</b> |
| Database Marketing Analyst   | 56,416                 | 59,391  | 62,621  | 42,244      | 83,030  | <b>61,113</b>  | 42,392                  | 85,414  | <b>62,747</b>  |
| Database Marketing Manager   | 88,380                 | 94,765  | 102,056 | 69,389      | 126,524 | <b>99,182</b>  | 71,129                  | 145,256 | <b>106,881</b> |

### Brand Manager

Manages, develops, and implements marketing activities to maximize sales of an assigned brand. Analyzes brand performance, brand competitiveness, and brand trends in the marketplace and develops strategies for assigned brand based on research and analysis. Works with sales teams to identify and implement appropriate sales strategies. May require a bachelor's degree and at least 4 years of experience in the field. Familiar with a variety of the field's concepts, practices, and procedures. Relies on experience and judgment to plan and accomplish goals. Performs a variety of tasks. May lead and direct the work of others. A wide degree of creativity and latitude is expected. Typically reports to a senior manager.

### Business Development Manager

Identifies and helps to develop strategic relationships with partners or potential customers. Manages the marketing, sales and product development teams to implement business development initiatives. Requires a bachelor's degree in business, finance or marketing with 4 years of experience in the field or a related area. Familiar with a variety of the field's concepts, practices, and procedures. Relies on experience and judgment to plan and accomplish goals. Performs a variety of complicated tasks. May lead and direct the work of others. May report to an executive or a manager. A wide degree of creativity and latitude is expected.

### Channel Marketing Manager

Identifies, develops, and manages organization's channel marketing strategies by performing duties personally or through subordinate supervisors. Requires a bachelor's degree in area of specialty and 2-4 years of experience in the field or in a related area. Familiar with a variety of the field's concepts, practices, and procedures. Relies on experience and judgment to plan and accomplish goals. A wide degree of creativity and latitude is expected. Typically reports to a supervisor or manager.

### Chief Marketing Officer

Plans and directs all aspects of an organization's marketing policies, objectives, and initiatives. Identifies changes in the marketing environment or competitive strategies and evaluates, adjusts, or redrafts the organization's marketing plan and philosophy accordingly. Requires a bachelor's degree with at least 15 years of experience in the field. Demonstrates expertise in a variety of the field's concepts, practices, and procedures. Relies on extensive experience and judgment to plan and accomplish goals. Performs a variety of tasks. Leads and directs the work of others. A wide degree of creativity and latitude is expected. Typically reports to top management.

### Database Marketing Analyst

Designs and implements marketing databases. Develops strategy for targeted marketing campaigns and is responsible for data extraction, list or lead generation, or evaluating effectiveness of marketing campaigns. Requires a bachelor's degree in area of specialty and 2-5 years of experience in the field or in a related area. Familiar with a variety of the field's concepts, practices, and procedures. Relies on extensive experience and judgment to plan and accomplish goals. Performs a variety of tasks. A wide degree of creativity and latitude is expected. Typically reports to a manager.

### Database Marketing Manager

Manages a staff of analysts responsible for the maintenance of the organization's marketing database. Develops strategy for targeted marketing campaigns and may be responsible for data extraction, list or lead generation, or evaluating effectiveness of marketing campaigns. Requires a bachelor's degree in area of specialty and at least 7 years of experience in the field or in a related area. Familiar with a variety of the field's concepts, practices, and procedures. Relies on extensive experience and judgment to plan and accomplish goals. Performs a variety of tasks. Leads and directs the work of others. A wide degree of creativity and latitude is expected. Typically reports to a head of a unit/department.

|                         | Base salary by company |         |         | Base salary |         |                | Total cash compensation |         |                |
|-------------------------|------------------------|---------|---------|-------------|---------|----------------|-------------------------|---------|----------------|
|                         | SMALL                  | MEDIUM  | LARGE   | LOW         | HIGH    | AVERAGE        | LOW                     | HIGH    | AVERAGE        |
| Market Research Analyst | 58,126                 | 60,786  | 66,169  | 48,906      | 83,496  | <b>64,599</b>  | 49,568                  | 84,240  | <b>66,206</b>  |
| Market Research Manager | 94,643                 | 101,856 | 111,354 | 72,835      | 133,866 | <b>98,525</b>  | 82,329                  | 153,811 | <b>115,643</b> |
| Marketing Coordinator   | 54,451                 | 56,253  | 59,355  | 42,244      | 73,166  | <b>58,799</b>  | 42,950                  | 76,024  | <b>59,588</b>  |
| Marketing Specialist    | 54,786                 | 56,686  | 60,326  | 42,073      | 77,120  | <b>59,247</b>  | 42,888                  | 80,606  | <b>61,005</b>  |
| Marketing Manager       | 91,552                 | 95,631  | 105,104 | 72,407      | 126,807 | <b>100,645</b> | 75,309                  | 142,430 | <b>108,886</b> |
| Marketing Director      | 103,938                | 118,087 | 181,601 | 101,606     | 201,459 | <b>150,355</b> | 105,505                 | 251,222 | <b>173,628</b> |

### Market Research Analyst

Collects and analyzes data to evaluate existing and potential product/service markets. Identifies and monitors competitors and researches market conditions or changes in the industry that may affect sales. Requires a bachelor's degree and 4-6 years of experience in the field or in a related area. Familiar with a variety of the field's concepts, practices, and procedures. Relies on experience and judgment to plan and accomplish goals. Performs a variety of complicated tasks. May report to an executive or a manager. A wide degree of creativity and latitude is expected.

### Market Research Manager

Manages market research efforts for the organization. Sets policies and practices for gathering research on market conditions, competitors and consumer trends. Analyzes and presents gathered research to sales, research and development, and management. Requires a bachelor's degree in area of specialty and at least 7 years of experience in the field or in a related area. Familiar with a variety of the field's concepts, practices, and procedures. Relies on extensive experience and judgment to plan and accomplish goals. Performs a variety of tasks. Leads and directs the work of others. A wide degree of creativity and latitude is expected. Typically reports to a head of a unit/department.

### Marketing Coordinator

Coordinates and implements marketing communication projects with responsibilities that include public relations, special events management, advertising, and creating brand awareness. Organizes the preparation of proposals and presentations using marketing resource materials such as brochures, data, slides, photographs, and reports. Prepares status reports on marketing efforts. May require a bachelor's degree in area of specialty and 0-2 years of experience in the field or in a related area. Familiar with standard concepts, practices, and procedures within a particular field. Relies on limited experience and judgment to plan and accomplish goals. Performs a variety of tasks. Works under general supervision. A certain degree of creativity and latitude is required. Typically reports to a supervisor or manager.

### Marketing Specialist

Responsible for designing, creating, and delivering marketing programs to support the growth and expansion of company products and services. Develops sales presentations and provides reports based on information collected such as marketing trends, competition, new products, and pricing. Requires a bachelor's degree in area of specialty and 2-4 years of experience in the field or in a related area. Familiar with a variety of the field's concepts, practices, and procedures. Relies on experience and judgment to plan and accomplish goals. Performs a variety of tasks. A wide degree of creativity and latitude is expected. Typically reports to a supervisor or manager.

### Marketing Manager

Develops and implements strategic marketing plans for an organization. Stays abreast of changes in the marketing environment to best serve the objectives of the organization and adjusts plans accordingly. Researches and develops pricing policies and recommends appropriate sales channels. Requires a bachelor's degree with at least 7 years of experience in the field. Familiar with a variety of the field's concepts, practices, and procedures. Relies on experience and judgment to plan and accomplish goals. Performs a variety of tasks. Leads and directs the work of others. A wide degree of creativity and latitude is expected. Typically reports to a head of a unit/department.

### Marketing Director

Directs and oversees an organization's marketing policies, objectives, and initiatives. Conducts market research and develops marketing plans for specific products, services, or business lines. Reviews changes to the marketplace and industry and adjusts marketing plan accordingly. Requires a bachelor's degree with at least 10 years of experience in the field. Familiar with a variety of the field's concepts, practices, and procedures. Relies on extensive experience and judgment to plan and accomplish goals. Performs a variety of tasks. Leads and directs the work of others. A wide degree of creativity and latitude is expected. Typically reports to top management.

## General Marketing continued

|                                   | Base salary by company |         |         | Base salary |         |                | Total cash compensation |         |                |
|-----------------------------------|------------------------|---------|---------|-------------|---------|----------------|-------------------------|---------|----------------|
|                                   | SMALL                  | MEDIUM  | LARGE   | LOW         | HIGH    | AVERAGE        | LOW                     | HIGH    | AVERAGE        |
| Sales & Marketing Manager         | 116,871                | 125,797 | 133,232 | 86,280      | 170,938 | <b>126,570</b> | 101,178                 | 242,363 | <b>161,880</b> |
| Sales & Marketing Director        | 135,934                | 147,340 | 156,320 | 100,623     | 200,529 | <b>148,768</b> | 118,518                 | 284,361 | <b>189,876</b> |
| Vice President, Market Research   | 127,392                | 140,528 | 209,877 | 121,002     | 242,432 | <b>181,270</b> | 134,482                 | 317,680 | <b>224,364</b> |
| Vice President, Marketing         | 148,855                | 169,517 | 292,033 | 135,724     | 328,434 | <b>228,583</b> | 141,914                 | 463,400 | <b>290,029</b> |
| Vice President, Sales & Marketing | 173,344                | 208,462 | 340,812 | 156,650     | 401,387 | <b>273,477</b> | 187,511                 | 635,298 | <b>389,557</b> |

**Sales & Marketing Manager**

Oversees an organization's sales and marketing programs. Develops strategic sales and marketing objectives. Establishes sales territories and quotas, manages budgets and evaluates sales performance. Manages and develops marketing programs and materials such as advertising, event support and online promotions. Requires a bachelor's degree with at least 7-10 years of sales and marketing experience. Familiar with a variety of the field's concepts, practices, and procedures. Relies on extensive experience and judgment to plan and accomplish goals. Performs a variety of tasks. Leads and directs the work of others. A wide degree of creativity and latitude is expected. Typically reports to top management.

**Sales & Marketing Director**

Plans and directs all aspects of an organization's marketing and sales policies, objectives, and initiatives. Develops and oversees the sales function, ensuring the department employees and sales plan are organized to achieve maximum sales volume. Develops and oversees the marketing function, identifying key marketing outlets and competitive strategies. Requires a bachelor's degree with at least 7-10 years of experience in the field. Demonstrates expertise in a variety of the field's concepts, practices, and procedures. Relies on extensive experience and judgment to plan and accomplish goals. Performs a variety of tasks. Leads and directs the work of others. A wide degree of creativity and latitude is expected. Typically reports to top management.

**Vice President, Market Research**

Directs and oversees an organization's market research function. Evaluates current sales and predicts future trends. Ensures that marketing efforts are focused on markets with high potential. Requires a bachelor's degree in area of specialty and at least 10 years of experience in the field or in a related area. Familiar with a variety of the field's concepts, practices, and procedures. Relies on extensive experience and judgment to plan and accomplish goals. Performs a variety of tasks. Leads and directs the work of others. A wide degree of creativity and latitude is expected. Typically reports to top management.

**Vice President, Marketing**

Responsible for directing the marketing function of the division. Plans and directs all aspects of a division's marketing policies, objectives, and initiatives. Identifies changes in the marketing environment or competitive strategies and evaluates, adjusts, or redrafts the organization's marketing plan and philosophy accordingly. Requires a bachelor's degree and at least 10 years of direct experience in the field. Demonstrates expertise in a variety of the field's concepts, practices, and procedures. Relies on extensive experience and judgment to plan and accomplish goals. Performs a variety of tasks. Leads and directs the work of others. A wide degree of creativity and latitude is expected. Typically reports to top management.

**Vice President, Sales & Marketing**

Plans and directs all aspects of a division's marketing and sales policies, objectives, and initiatives. Develops and oversees the sales function, ensuring the department employees and sales plan are organized to achieve maximum sales volume. Develops and oversees the marketing function, identifying key marketing outlets and competitive strategies. Requires a bachelor's degree with at least 15 years of experience in the field. Demonstrates expertise in a variety of the field's concepts, practices, and procedures. Relies on extensive experience and judgment to plan and accomplish goals. Performs a variety of tasks. Leads and directs the work of others. A wide degree of creativity and latitude is expected. Typically reports to top management.

## Art and Design

|                       | Base salary by company |         |         | Base salary |         |                | Total cash compensation |         |                |
|-----------------------|------------------------|---------|---------|-------------|---------|----------------|-------------------------|---------|----------------|
|                       | SMALL                  | MEDIUM  | LARGE   | LOW         | HIGH    | AVERAGE        | LOW                     | HIGH    | AVERAGE        |
| Artist                | 48,587                 | 50,818  | 53,404  | 36,093      | 68,180  | <b>51,601</b>  | 36,151                  | 71,432  | <b>53,379</b>  |
| Art Director          | 72,736                 | 89,472  | 106,297 | 87,906      | 145,301 | <b>121,974</b> | 92,896                  | 197,958 | <b>137,046</b> |
| Cartoonist/Animator   | 50,233                 | 51,169  | 53,552  | 34,072      | 71,215  | <b>52,398</b>  | 34,332                  | 73,278  | <b>53,851</b>  |
| Creative Director     | 114,170                | 117,885 | 123,075 | 87,488      | 164,360 | <b>120,700</b> | 100,116                 | 214,006 | <b>133,403</b> |
| Graphic Designer      | 47,699                 | 49,349  | 56,359  | 39,697      | 67,481  | <b>54,198</b>  | 40,399                  | 72,834  | <b>54,956</b>  |
| Graphic Designer, Sr. | 61,187                 | 63,711  | 68,196  | 49,992      | 82,294  | <b>67,323</b>  | 51,149                  | 85,964  | <b>68,477</b>  |
| Illustrator           | 39,687                 | 50,314  | 61,495  | 29,032      | 59,100  | <b>42,400</b>  | 31,813                  | 61,566  | <b>44,360</b>  |

### Artist

Develops, sketches, and prints creative ideas for a variety of mediums. Provides support for company advertising and promotional efforts. No formal training required, although may require 2-4 years of experience in the field or in a related area. Familiar with standard concepts, practices, and procedures. Relies on limited experience and judgment to plan and accomplish goals. Works under general supervision; typically reports to a supervisor or manager. A great deal of creativity and latitude is expected.

### Art Director

Supervises creative design within business groups and directs and develops final visual image that communicates the organization's marketing objectives. Requires a bachelor's degree with at least 10 years of experience in the field. Familiar with a variety of concepts, practices, and procedures. Relies on experience and judgment to plan and accomplish goals. May direct the work of others. A wide degree of creativity and latitude is expected. Typically reports to top management.

### Cartoonist/Animator

Provides drawings or animations used in advertising and promotional efforts. Uses various methods to communicate the organization's efforts through an assortment of freehand artwork. May prepare artwork for printing or mass production. No formal experience or training necessary. Familiar with standard concepts, practices, and procedures. Works under general supervision. A certain degree of creativity and latitude is required. Typically reports to a supervisor or manager.

### Creative Director

Responsible for directing creative work including audience promotions and advertising. May oversee print production, graphic art, and desktop publishing. Assists with audience research and develops creative briefs and design concepts to meet business objectives. Requires a bachelor's degree with at least 7 years of experience in the field. Familiar with a variety of the field's concepts, practices, and procedures. Relies on extensive experience and judgment to plan and accomplish goals. Performs a variety of tasks. Leads and directs the work of others. A wide degree of creativity and latitude is expected. Typically reports to top management.

### Graphic Designer

Uses graphic design skills and experience, as well as knowledge of current software to produce graphic art, and visual materials and content. Generates and manipulates images, animations, text and video. Must stay up to date on advances in the field and be able to identify areas of use for the organization. May require a bachelor's degree or its equivalent and 2-4 years of experience in the field or a related area. Familiar with standard concepts, practices, and procedures. Relies on limited experience and judgment to plan and accomplish goals. Performs a variety of tasks. Works under general supervision; typically reports to a supervisor or manager. A great deal of creativity and latitude is expected.

### Graphic Designer, Sr.

Uses graphic design skills and experience, as well as knowledge of current software to produce graphic art, and visual materials and content. Generates and manipulates images, animations, text and video. Must stay up to date on advances in the field and be able to identify areas of use for the organization. May require a bachelor's degree or its equivalent and at least 4 years of experience in the field or in a related area. Familiar with standard concepts, practices, and procedures. Relies on limited experience and judgment to plan and accomplish goals. Performs a variety of tasks. Works under general supervision; typically reports to a supervisor or manager. A great deal of creativity and latitude is expected.

### Illustrator

Conceptualizes, paints and draws images used in a variety of materials and publications. Must be able to convert complex and abstract ideas into compelling visuals and may specialize in areas such as technical, medical, architectural, scientific or cartoon illustrations. In addition to artistic skills, may require knowledge of design software.

## Traffic and Production

|                              | Base salary by company |        |        | Base salary |         |               | Total cash compensation |         |               |
|------------------------------|------------------------|--------|--------|-------------|---------|---------------|-------------------------|---------|---------------|
|                              | SMALL                  | MEDIUM | LARGE  | LOW         | HIGH    | AVERAGE       | LOW                     | HIGH    | AVERAGE       |
| Creative Services Manager    | 71,840                 | 77,441 | 83,949 | 53,550      | 107,877 | <b>79,475</b> | 57,056                  | 109,104 | <b>80,473</b> |
| Print Coordinator            | 53,202                 | 55,991 | 57,621 | 38,217      | 74,125  | <b>55,989</b> | 38,344                  | 75,522  | <b>56,327</b> |
| Print Production Coordinator | 54,653                 | 57,443 | 60,593 | 40,364      | 76,743  | <b>58,633</b> | 40,429                  | 79,128  | <b>60,244</b> |
| Print Production Manager     | 70,619                 | 76,064 | 82,643 | 55,188      | 96,578  | <b>73,570</b> | 56,061                  | 108,828 | <b>82,540</b> |
| Production Manager           | 55,593                 | 58,000 | 58,461 | 62,980      | 106,714 | <b>85,469</b> | 65,349                  | 113,849 | <b>89,411</b> |
| Studio Coordinator           | 56,119                 | 56,221 | 58,455 | 39,821      | 68,957  | <b>58,888</b> | 40,239                  | 72,239  | <b>62,605</b> |

### Creative Services Manager

Responsible for managing highly visible and complex marketing related projects including any or all aspects of the development process from creative concept development through print and delivery. May require an associate's degree or its equivalent and 2-4 years of experience in the field or in a related area. Familiar with a variety of the field's concepts, practices, and procedures. Relies on experience and judgment to plan and accomplish goals. Performs a variety of tasks. A degree of creativity and latitude is expected. Typically reports to a supervisor or manager.

### Print Coordinator

Responsible for ensuring that all orders coming in and leaving the closed-door print facility are accurate and exceed customer expectations. In addition to providing superior customer service, they are constantly negotiating (internally and externally) in order to manage competing priorities to ensure that orders are produced right and on time. May produce presentations and other creative print media based on content prepared by professional staff. May require an associate's degree or its equivalent and 2-4 years of experience in the field or in a related area. Familiar with a variety of the field's concepts, practices, and procedures. Relies on experience and judgment to plan and accomplish goals. Performs a variety of tasks. A degree of creativity and latitude is expected. Typically reports to a supervisor or manager.

### Print Production Coordinator

Coordinates print production schedules, print specifications, and cost analysis reports for internal budget approval. Initiates requests for bids, customer quotations, and purchase orders for vendors. May produce presentations and other creative print media based on content prepared by professional staff. May require an associate's degree or its equivalent and 2-4 years of experience in the field or in a related area. Familiar with a variety of the field's concepts, practices, and procedures. Relies on experience and judgment to plan and accomplish goals. Performs a variety of tasks. A degree of creativity and latitude is expected. Typically reports to a supervisor or manager.

### Print Production Manager

Manages and approves print production schedules, print specifications, and internal budgets. Oversees requests for bids, customer quotations, and purchase orders for vendors. May produce presentations and other creative print media based on content prepared by professional staff. May require a bachelor's degree or its equivalent and at least 7 years of experience in the field or in a related area. Familiar with a variety of the field's concepts, practices, and procedures. Relies on extensive experience and judgment to plan and accomplish goals. Leads and directs the work of others. A wide degree of creativity and latitude is expected. Typically reports to a head of a unit/department.

### Production Manager

Oversees the production of advertising and marketing communications materials. Sets print production schedules; negotiates with and selects vendors; and tracks and manages budgets and costs. Communicates technical information to design staff. Attends press checks and gives final approvals. Familiar with a variety of the field's concepts, practices, and procedures. Relies on extensive experience and judgment to plan and accomplish goals. Leads and directs the work of others. A wide degree of creativity and latitude is expected. Typically reports to a head of a department.

### Studio Coordinator

Responsible for managing the studio's master schedule, tracking deadlines, balancing resources, maximizing staff utilization and ensuring all hours worked are accurately captured for reporting. Prepares status reports on marketing efforts. May require a bachelor's degree in area of specialty and 0-2 years of experience in the field or in a related area. Familiar with standard concepts, practices, and procedures within a particular field. Relies on limited experience and judgment to plan and accomplish goals. Performs a variety of tasks. Works under general supervision. A certain degree of creativity and latitude is required. Typically reports to a supervisor or manager.

## Interactive

|   | Base salary by company |         |         | Base salary |         |                | Total cash compensation |         |                |
|---|------------------------|---------|---------|-------------|---------|----------------|-------------------------|---------|----------------|
|   | SMALL                  | MEDIUM  | LARGE   | LOW         | HIGH    | AVERAGE        | LOW                     | HIGH    | AVERAGE        |
| Art Director - Web                        | 100,661                | 112,290 | 120,103 | 78,058      | 137,877 | <b>112,614</b> | 78,183                  | 151,102 | <b>115,319</b> |
| Creative Director - Web                   | 130,555                | 134,576 | 150,211 | 119,895     | 211,707 | <b>146,520</b> | 121,092                 | 215,271 | <b>149,264</b> |
| Community Director - Web                  | 123,120                | 136,171 | 144,834 | 105,288     | 165,613 | <b>125,634</b> | 105,456                 | 191,532 | <b>139,341</b> |
| Community Leader - Web                    | 56,844                 | 59,498  | 61,428  | 51,149      | 110,682 | <b>60,350</b>  | 51,159                  | 110,859 | <b>70,155</b>  |
| Content Manager                           | 68,967                 | 76,873  | 78,932  | 74,378      | 128,581 | <b>99,967</b>  | 77,359                  | 136,936 | <b>101,283</b> |
| Content Strategist                        | 65,517                 | 70,015  | 73,328  | 62,717      | 114,046 | <b>95,038</b>  | 64,984                  | 118,974 | <b>96,798</b>  |
| Director Interactive Design & Development | 151,982                | 155,994 | 167,303 | 93,221      | 233,963 | <b>158,737</b> | 97,920                  | 246,557 | <b>171,630</b> |

**Art Director - Web**

Determines the look and feel of all aspects of a website. Creates original graphics and icons for use on the site. Implements the web design parameters, style guides and visual standards. Establishes and produces graphic material for use in advertising and promoting online services and products. Requires a bachelor's degree with at least 4 years of experience in the field. Familiar with a variety of the field's concepts, practices, and procedures. Relies on experience and judgment to plan and accomplish goals. Performs a variety of tasks. Leads and directs the work of others. A wide degree of creativity and latitude is expected. Typically reports to a head of a unit/department.

**Creative Director - Web**

Directs web-based creative work. Develops creative briefs and design concepts to meet the business objectives of the organization. Responsible for establishing creative direction for the entire line of online services, products, and programs. Requires a bachelor's degree with at least 5 years of experience in the field. Familiar with a variety of the field's concepts, practices, and procedures. Relies on experience and judgment to plan and accomplish goals. Performs a variety of tasks. Leads and directs the work of others. A wide degree of creativity and latitude is expected. Typically reports to a head of a unit/department.

**Community Director - Web**

Establishes the overall strategic goals for community-based content. Develops, directs, and implements community related content for an organization such as live events, bulletin boards, chat rooms, and email. Requires a bachelor's degree

with at least 5 years of experience a related area. Familiar with a variety of the field's concepts, practices, and procedures. Relies on experience and judgment to plan and accomplish goals. Performs a variety of tasks. Leads and directs the work of others. A wide degree of creativity and latitude is expected. Typically reports to a head of a unit/department.

**Community Leader - Web**

Leads the implementation of community related content for the organization such as chat rooms and live events. Responsible for ensuring adherence to plan specifications. May require a bachelor's degree with at least 3 years of experience in the field. Familiar with a variety of the field's concepts, practices, and procedures. Relies on experience and judgment to plan and accomplish goals. Performs a variety of tasks. Leads and directs the work of others. A wide degree of creativity and latitude is expected. Typically reports to a head of a unit/department.

**Content Manager**

Manages all web content and projects related to the website. Writes, edits, and proofreads new content. Ensures that all documents meet established content standards and works with developers to assess any technical challenges in displaying the content. Requires a bachelor's degree in a related area and at least 7 years of experience in the field or in a related area. Familiar with a variety of the field's concepts, practices, and procedures. Relies on extensive experience and judgment to plan and accomplish goals. Performs a variety of tasks. Leads and directs the work of others. A wide degree of creativity and latitude is expected. Typically reports to top management.

**Content Strategist**

Assists in the development and implementation of content on websites. May be involved with integrating work of writers and designers to produce a final layout compatible with corporate standards. Requires a bachelor's degree with 0-2 years of experience. May be expected to have knowledge of HTML, DHTML and JavaScript programming language. Relies on instructions and pre-established guidelines to perform the functions of the job. Works under immediate supervision. Primary job functions do not typically require exercising independent judgment. Typically reports to a supervisor or manager.

**Director Interactive Design & Development**

Establishes, plans, directs and implements the user interface design. Designs and implements common user interface standards, system usability guidelines, design guidelines, GUI prototypes, HTML page design and management, and development methodologies. Works with the product development team to develop online user experiences. Ensures user experience is formulated to achieve the goals of the online entity. May require an advanced degree with at least 5 years of experience in the field. Familiar with a variety of concepts, practices, and procedures. Relies on experience and judgment to plan and accomplish goals. Leads and directs the work of others. A wide degree of creativity and latitude is expected. Typically reports to a head of a unit/department.

## Interactive

|                                 | Base salary by company |         |         | Base salary |         |                | Total cash compensation |         |                |
|---------------------------------|------------------------|---------|---------|-------------|---------|----------------|-------------------------|---------|----------------|
|                                 | SMALL                  | MEDIUM  | LARGE   | LOW         | HIGH    | AVERAGE        | LOW                     | HIGH    | AVERAGE        |
| Flash Developer                 | 82,700                 | 86,187  | 92,507  | 64,441      | 107,771 | <b>85,995</b>  | 68,063                  | 114,387 | <b>90,781</b>  |
| Front End Developer             | 66,182                 | 92,888  | 119,723 | 68,466      | 109,502 | <b>88,372</b>  | 73,712                  | 118,896 | <b>98,284</b>  |
| Information Architect           | 89,804                 | 93,399  | 103,997 | 84,358      | 148,769 | <b>123,388</b> | 85,028                  | 151,535 | <b>124,776</b> |
| Interactive Marketing Manager   | 74,682                 | 90,747  | 111,520 | 74,093      | 131,099 | <b>99,765</b>  | 76,973                  | 137,247 | <b>102,234</b> |
| Interface Designer – Web        | 80,265                 | 86,111  | 89,394  | 74,961      | 116,523 | <b>86,435</b>  | 75,068                  | 117,572 | <b>97,253</b>  |
| Interface Design Director – Web | 147,382                | 151,343 | 162,433 | 141,274     | 175,273 | <b>156,752</b> | 141,499                 | 201,827 | <b>165,130</b> |
| User Experience Designer        | 87,294                 | 98,327  | 108,637 | 84,191      | 140,508 | <b>95,717</b>  | 86,366                  | 147,309 | <b>99,225</b>  |

**Flash Developer**

Understands and implements the purpose and scope of the program, including simple animation, motion and shape tweening and applying effects using Flash's various tools. May require a bachelor's degree in a related area and at least 2-4 years of experience in the field or in a related area. Has knowledge of a variety of concepts, practices, and procedures (e.g., HTML, Java, etc.). Relies on experience and judgment to plan and accomplish goals. Typically reports to a manager or head of a unit/department. A wide degree of creativity and latitude is expected.

**Front End Developer**

Responsible for developing, testing, implementing, and maintaining web-based application systems. Troubleshoots system problems and issues and looks for ways to improve the application. May require a bachelor's degree in a related area and at least 2-4 years of experience in the field or in a related area. Has knowledge of a variety of concepts, practices, and procedures (e.g., HTML, Java, etc.). Relies on experience and judgment to plan and accomplish goals. Typically reports to a manager or head of a unit/department. A wide degree of creativity and latitude is expected.

**Information Architect**

Designs and builds relational databases for data storage or processing. Develops strategies for warehouse implementation, data acquisition, and archive recovery. Cleans and maintains the database by removing and deleting old data. May evaluate new data sources for adherence to the organization's quality standards and ease of integration. May require

a bachelor's degree in a related area and 2-4 years of experience in the field or in a related area. Relies on experience and judgment to plan and accomplish goals. Works under general supervision. A certain degree of creativity and latitude is required. Typically reports to a supervisor or manager.

**Interactive Marketing Manager**

Manages the day-to-day operation of a company's website and provides analytics review. Additional responsibilities may include identifying and ensuring the successful implementation of new marketing initiatives, managing an organization's email marketing program, and collaborating with senior management to oversee multi-channel marketing assets associated with product launches. Requires excellent analytical and communication skills.

**Interface Designer – Web**

Designs HTML prototypes, visual interfaces and interaction of web-based applications. Designs and evaluates visual human interfaces utilizing user-centered design principles. Implements the user interface design. Works with the product development team to design online user experiences. Ensures user experience is formulated to achieve the goals of the online entity. May require a bachelor's degree with at least 3 years of experience in the field or in a related area. Familiar with standard concepts, practices, and procedures within a particular field. Relies on limited experience and judgment to plan and accomplish goals. Performs a variety of tasks. Works under general supervision; typically reports to a manager. A certain degree of creativity and latitude is required.

**Interface Design Director – Web**

Establishes, plans, directs and implements the user interface design. Designs and implements common user interface standards, system usability guidelines, design guidelines, GUI prototypes, HTML page design and management, and development methodologies. Works with the product development team to design online user experiences. Ensures user experience is formulated to achieve the goals of the online entity. May require an advanced degree with at least 5 years of experience in the field. Familiar with a variety of the field's concepts, practices and procedures. Relies on experience and judgment to plan and accomplish goals. Performs a variety of tasks. Leads and directs the work of others. A wide degree of creativity and latitude is expected. Typically reports to a head of a unit/department.

**User Experience Designer**

Designs HTML prototypes, visual interfaces and interaction of web-based applications. Designs and evaluates visual human interfaces utilizing user-centered design principles. Implements the user interface design. Works with the product development team to design online user experiences. Ensures user experience is formulated to achieve the goals of the online entity. May require an associate's degree with 0-2 years of experience in the field or in a related area. Has knowledge of commonly used concepts, practices, and procedures within a particular field. Relies on instructions and established guidelines to perform the functions of the job. Works under immediate supervision. Primary job functions do not typically require exercising independent judgment. Typically reports to a manager.

|                               | Base salary by company |         |         | Base salary |         |                | Total cash compensation |         |                |
|-------------------------------|------------------------|---------|---------|-------------|---------|----------------|-------------------------|---------|----------------|
|                               | SMALL                  | MEDIUM  | LARGE   | LOW         | HIGH    | AVERAGE        | LOW                     | HIGH    | AVERAGE        |
| User Experience Designer, Sr. | 118,753                | 124,275 | 129,476 | 112,151     | 168,301 | <b>140,062</b> | 116,199                 | 173,429 | <b>141,388</b> |
| UX Architect                  | 86,176                 | 102,975 | 134,337 | 84,189      | 156,546 | <b>117,479</b> | 87,709                  | 161,860 | <b>118,301</b> |
| Production Artist – Web       | 60,261                 | 63,609  | 65,981  | 47,518      | 84,330  | <b>63,718</b>  | 47,946                  | 86,607  | <b>64,908</b>  |
| Technical Producer            | 77,220                 | 84,915  | 87,971  | 59,905      | 137,230 | <b>84,190</b>  | 60,011                  | 137,441 | <b>86,634</b>  |
| Web Designer                  | 61,499                 | 67,353  | 69,264  | 46,587      | 85,412  | <b>66,314</b>  | 52,965                  | 86,139  | <b>68,694</b>  |
| Web Producer                  | 83,174                 | 90,308  | 93,137  | 63,569      | 101,184 | <b>78,135</b>  | 75,523                  | 118,231 | <b>96,387</b>  |

### User Experience Designer, Sr.

Designs HTML prototypes, visual interfaces and interaction of web-based applications. Designs and evaluates visual human interface utilizing user-centered design principles. Implements the user interface design and works with the product development team to design online user experiences. Ensures user experience is formulated to achieve goals of the online entity. May require an associate's degree with 4+ years of experience in the field or in a related area. Has knowledge of commonly used concepts, practices, and procedures within a particular field.

### UX Architect

Creates usable content structures out of complex sets of information through user-centered design methods such as usability tests, persona research and creation, and user flow diagrams. Evaluates visual human interfaces utilizing user-centered design principles. May require an associate's degree with 0-2 years of experience in the field or in a related area. Typically reports to a manager.

### Production Artist – Web

Produces basic graphic sketches, designs and copy layouts for online content. Works closely with the designer and art director to execute web designs. May suggest improvements and modify formats to increase the quality of production and ensure that standards are met. Other technical duties may include scaling, cropping, retouching, repositioning and preflighting, or eliminating defective and excessive imaging. May require an associate's degree or its equivalent. No experience necessary. Relies on instructions and established guidelines to perform the functions of the job. Typically reports to a manager.

### Technical Producer

Acts as a liaison for the creative content team and the IT technical team. Develops the technical specifications for the site. Plans and reviews the navigational user interface design. Plans and reviews site architecture for new website products and features. Troubleshoots, tests and oversees the launch of new products. Coordinates among cross functional groups to identify challenges and recommend and implement solutions. May require a bachelor's degree or its equivalent. Has at least 5 years of experience in the field or in a related area. Familiar with a variety of the field's concepts, practices, and procedures (i.e., HTML, Java, Mac, UNIX and Window platforms). Relies on extensive experience and judgment to plan and accomplish goals. Performs a variety of complicated tasks. May lead and direct the work of others. A wide degree of creativity and latitude is expected. Typically reports to a project leader or manager.

### Web Designer

Designs and constructs web pages/sites including incorporating graphic user interface (GUI) features and other techniques. Maintains and provides ongoing design of the website, promos and ad banners, seasonal content specials and custom chat launcher design for partners. May require a bachelor's degree in a related area and 4-6 years of experience in the field or in a related area. Familiar with a variety of the field's concepts, practices, and procedures. Relies on experience and judgment to plan and accomplish goals. Performs a variety of complicated tasks. May lead and direct the work of others. Typically reports to a project leader or manager. A wide degree of creativity and latitude is expected.

### Web Producer

Oversees the overall cost of production for an assigned online project. Directs and facilitates the overall technical content and other related content issues. Supervises both front-end production and content production teams. Creates and manages site enhancement and merchandise launch schedules. May require an advanced degree in a related area and at least 8 years of experience in the field. Familiar with a variety of the field's concepts, practices, and procedures. Relies on extensive experience and judgment to plan and accomplish goals. Performs a variety of tasks. Leads and directs the work of others. A wide degree of creativity and latitude is expected. Typically reports to top management.

## Copywriting

|                             | Base salary by company |        |        | Base salary |         |               | Total cash compensation |         |               |
|-----------------------------|------------------------|--------|--------|-------------|---------|---------------|-------------------------|---------|---------------|
|                             | SMALL                  | MEDIUM | LARGE  | LOW         | HIGH    | AVERAGE       | LOW                     | HIGH    | AVERAGE       |
| Copywriter I                | 56,186                 | 58,742 | 60,778 | 35,552      | 57,221  | <b>45,413</b> | 43,994                  | 77,611  | <b>60,894</b> |
| Copywriter II               | 70,447                 | 75,834 | 78,685 | 41,900      | 72,627  | <b>56,495</b> | 56,579                  | 99,123  | <b>77,781</b> |
| Copywriter III              | 85,071                 | 90,005 | 94,933 | 54,286      | 93,164  | <b>71,885</b> | 74,961                  | 117,282 | <b>95,892</b> |
| Copywriter - Digital        | 71,099                 | 76,356 | 85,338 | 55,055      | 91,383  | <b>71,816</b> | 59,315                  | 98,292  | <b>76,582</b> |
| Technical Writer            | 58,980                 | 62,853 | 66,120 | 48,372      | 78,076  | <b>63,718</b> | 48,906                  | 80,103  | <b>65,015</b> |
| Technical Writer Supervisor | 74,012                 | 78,451 | 80,553 | 55,616      | 101,566 | <b>78,430</b> | 57,235                  | 104,558 | <b>80,181</b> |

**Copywriter I**

Writes, proofreads and edits copy brochures, print and other documents. May assist in estimating production costs, overseeing work done by external suppliers, and preparing the marketing program. Requires a bachelor's degree in a related area and 2-4 years of experience in the field or in a related area. Familiar with standard concepts, practices, and procedures within a particular field. Relies on limited experience and judgment to plan and accomplish goals. Performs a variety of tasks. Works under general supervision. A certain degree of creativity and latitude is required. Typically reports to a supervisor or manager.

**Copywriter II**

Writes, proofreads and edits copy brochures, print and other documents. May assist in estimating production costs, overseeing work done by external suppliers, and preparing the marketing program. Requires a bachelor's degree in a related area and 4-6 years of experience in the field or in a related area. Familiar with a variety of the field's concepts, practices, and procedures. Relies on experience and judgment to plan and accomplish goals. Performs a variety of tasks. A wide degree of creativity and latitude is expected. Typically reports to a manager or head of a unit/department.

**Copywriter III**

Writes, proofreads and edits copy brochures, print and other documents. May assist in estimating production costs, overseeing work done by external suppliers, and preparing the marketing program. Requires a bachelor's degree in area of specialty and 6-8 years of experience in the field or in a related area. Familiar with a variety of the field's concepts, practices, and procedures. Relies on extensive experience and judgment to plan and accomplish goals. Performs a variety of tasks. Leads and directs the work of others. A wide degree of creativity and latitude is expected. Typically reports to a manager or head of a department.

**Copywriter - Digital**

Writes, proofreads and edits digital copy on web based and mobile applications and programs. Provides guidance on documenting complex technical information. Requires a bachelor's degree in a related area and 2-4 years of experience in the field or in a related area. Familiar with standard concepts, practices, and procedures within a particular field. Relies on limited experience and judgment to plan and accomplish goals. Performs a variety of tasks. Works under general supervision. A certain degree of creativity and latitude is required. Typically reports to a supervisor or manager.

**Technical Writer**

Writes a variety of technical articles, reports, brochures, and/or manuals for documentation for a wide range of uses. May be responsible for coordinating the display of graphics and the production of the document. May require a bachelor's degree in a related area and 2-4 years of experience in the field or in a related area. Familiar with standard concepts, practices, and procedures within a particular field. Relies on limited experience and judgment to plan and accomplish goals. Performs a variety of tasks. Works under general supervision; typically reports to a supervisor or manager. A certain degree of creativity and latitude is required.

**Technical Writer Supervisor**

Supervises the daily activities of technical writers who produce articles, reports, brochures and manuals. Ensures standard documentation methods are followed by staff. Provides guidance on documenting complex technical information. A supervisor has full authority and may be considered lower middle management. May require a bachelor's degree in area of specialty. Familiar with a variety of the field's concepts, practices, and procedures. Relies on extensive experience and judgment to plan and accomplish goals. Performs a variety of tasks. A wide degree of creativity and latitude is expected. Typically reports to a manager or head of a unit/department.



|                                  | Base salary by company |        |        | Base salary |         |               | Total cash compensation |         |               |
|----------------------------------|------------------------|--------|--------|-------------|---------|---------------|-------------------------|---------|---------------|
|                                  | SMALL                  | MEDIUM | LARGE  | LOW         | HIGH    | AVERAGE       | LOW                     | HIGH    | AVERAGE       |
| Technical Writer Supervisor, Sr. | 86,566                 | 91,763 | 94,066 | 69,942      | 128,182 | <b>92,247</b> | 70,055                  | 130,615 | <b>95,537</b> |
| Web Content Writer               | 60,821                 | 64,606 | 66,729 | 53,285      | 97,988  | <b>64,366</b> | 53,370                  | 100,080 | <b>72,188</b> |
| Web Content Writer, Sr.          | 71,082                 | 73,750 | 76,246 | 54,871      | 107,961 | <b>76,038</b> | 56,056                  | 108,932 | <b>79,187</b> |

**Technical Writer Supervisor, Sr.**

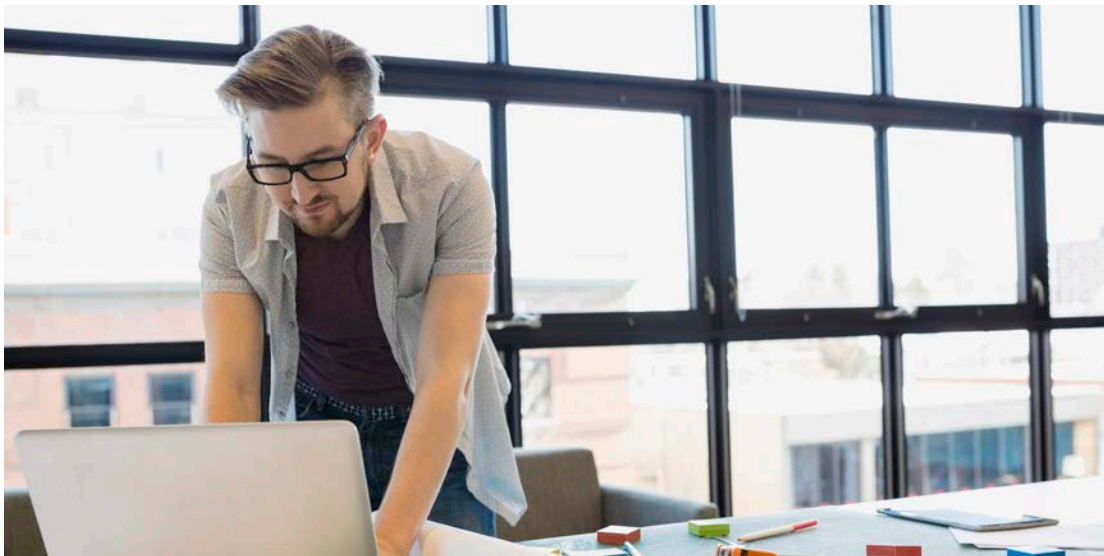
Supervises the daily activities of technical writers who produce articles, reports, brochures and manuals. Ensures standard documentation methods are followed by staff. Provides guidance on documenting complex technical information. A senior supervisor has authority for personnel actions and oversees most day-to-day operations of group. May require a bachelor's degree in area of specialty and 4+ years of experience. Familiar with a variety of the field's concepts, practices, and procedures. Relies on extensive experience and judgment to plan and accomplish goals. Performs a variety of tasks. A wide degree of creativity and latitude is expected. Typically reports to a manager or head of a department.

**Web Content Writer**

Researches and writes online content for a company's website. Stays abreast of current industry standards and techniques to ensure effective content that achieves the organization's goals. Requires a bachelor's degree in a related area and 3-5 years of experience in the field or in a related area. Familiar with standard concepts, practices, and procedures within a particular field. Relies on limited experience and judgment to plan and accomplish goals. Performs a variety of tasks. Works under general supervision. A certain degree of creativity and latitude is required. Typically reports to a manager.

**Web Content Writer, Sr.**

Researches and writes online content for a company's website. Stays abreast of current industry standards and techniques to ensure effective content that achieves the organization's goals. Requires a bachelor's degree in a related area and at least 5 years of experience in the field or in a related area. Familiar with a variety of the field's concepts, practices, and procedures. Relies on experience and judgment to plan and accomplish goals. Performs a variety of complicated tasks. May direct and lead the work of others. A wide degree of creativity and latitude is expected. Typically reports to a manager or head of a unit/department.



## Public Relations

|   | Base salary by company |         |         | Base salary |         |                | Total cash compensation |         |                |
|---|------------------------|---------|---------|-------------|---------|----------------|-------------------------|---------|----------------|
|   | SMALL                  | MEDIUM  | LARGE   | LOW         | HIGH    | AVERAGE        | LOW                     | HIGH    | AVERAGE        |
| Investor Relations Manager              | 102,013                | 106,124 | 117,081 | 65,031      | 155,903 | <b>112,930</b> | 65,136                  | 186,546 | <b>126,246</b> |
| Public Relations Account Manager        | 55,848                 | 63,222  | 67,980  | 43,628      | 80,108  | <b>59,476</b>  | 44,678                  | 85,935  | <b>62,483</b>  |
| Public Relations Coordinator            | 60,111                 | 61,648  | 65,373  | 48,664      | 78,261  | <b>63,609</b>  | 49,734                  | 82,185  | <b>65,015</b>  |
| Public Relations Specialist             | 60,572                 | 63,510  | 66,067  | 48,547      | 78,386  | <b>64,055</b>  | 49,893                  | 82,548  | <b>65,575</b>  |
| Public Relations Manager                | 87,488                 | 92,366  | 103,496 | 71,331      | 124,201 | <b>98,118</b>  | 74,226                  | 138,790 | <b>104,885</b> |
| Public Relations Director               | 127,498                | 139,443 | 150,796 | 85,051      | 155,661 | <b>115,677</b> | 109,559                 | 209,743 | <b>157,725</b> |
| Senior Vice President, Public Relations | 153,268                | 160,971 | 221,403 | 121,946     | 285,674 | <b>197,960</b> | 128,887                 | 376,341 | <b>239,725</b> |

**Investor Relations Manager**

Oversees communication with shareholders and handles shareholder requests for information. Plans the annual meeting and meeting documents, such as the annual report and the proxy statement, in accordance with SEC regulations. Requires a bachelor's degree in area of specialty and at least 7 years of experience in the field or in a related area. Familiar with a variety of the field's concepts, practices, and procedures. Relies on extensive experience and judgment to plan and accomplish goals. Performs a variety of tasks. Leads and directs the work of others. A wide degree of creativity and latitude is expected. Typically reports to top management.

**Public Relations Account Manager**

Manages client relationships within an agency and helps develop public relations (PR) strategies. May supervise multiple teams of account executives and coordinators. Requires excellent communication, project management, customer service, organizational and leadership skills.

**Public Relations Coordinator**

Prepares and disseminates information regarding an organization through newspapers, periodicals, television, radio and other forms of media. Helps maintain a favorable public image for the organization. Requires a bachelor's degree in a related area and 2-4 years of experience in the field or in a related area. Familiar with standard concepts, practices, and procedures within a particular field. Relies on experience and judgment to plan and accomplish goals. Works under general supervision. A certain degree of creativity and latitude is required. Typically reports to a supervisor or manager.

**Public Relations Specialist**

Prepares and disseminates information regarding an organization through newspapers, periodicals, television, radio and other forms of media. Helps maintain a favorable public image for the organization. Requires a bachelor's degree in a related area and 4-6 years of experience in the field or in a related area. Familiar with a variety of the field's concepts, practices, and procedures. Relies on experience and judgment to plan and accomplish goals. Performs a variety of tasks. A wide degree of creativity and latitude is expected. Typically reports to a manager or head of a unit/department.

**Public Relations Manager**

Develops and implements policies and procedures for the public relations department. Maintains favorable public image for employer or client by communicating programs, accomplishments, and/or points of view. Prepares and distributes news releases, fact sheets, scripts, etc. to media outlets. Requires a bachelor's degree in a related area and at least 7 years of experience in the field. Familiar with a variety of the field's concepts, practices, and procedures. Relies on experience and judgment to plan and accomplish goals. Performs a variety of tasks. Leads and directs the work of others. A wide degree of creativity and latitude is expected. Typically reports to a head of a unit/department.

**Public Relations Director**

Directs and implements a company's public relations strategies. Manages media relations, announcements, editorial placement, and speaking opportunities. Develops press releases, white papers and supporting materials. Requires a bachelor's degree in a related area and at least 10 years of experience in the field. Familiar with a variety of the field's concepts, practices, and procedures. Relies on extensive experience and judgment to plan and accomplish goals. Performs a variety of tasks. Leads and directs the work of others. A wide degree of creativity and latitude is expected. Typically reports to top management.

**Senior Vice President, Public Relations**

Plans and directs all aspects of an organization's public relations policies, objectives, and initiatives. Ensures that all external communications result in positive public relations. Maintains public good will towards the organization. Requires a bachelor's degree with at least 15 years of experience in the field. Demonstrates expertise in a variety of the field's concepts, practices, and procedures. Relies on extensive experience and judgment to plan and accomplish goals. Performs a variety of tasks. Leads and directs the work of others. A wide degree of creativity and latitude is expected. Typically reports to top management.

## Corporate Communications

|  | Base salary by company |         |         | Base salary |         |                | Total cash compensation |         |                |
|--|------------------------|---------|---------|-------------|---------|----------------|-------------------------|---------|----------------|
|  | SMALL                  | MEDIUM  | LARGE   | LOW         | HIGH    | AVERAGE        | LOW                     | HIGH    | AVERAGE        |
| Communications Specialist                | 58,967                 | 61,005  | 65,660  | 50,524      | 76,353  | <b>63,837</b>  | 52,193                  | 80,429  | <b>65,986</b>  |
| Communications Manager                   | 95,867                 | 98,926  | 105,250 | 66,531      | 125,629 | <b>92,625</b>  | 84,172                  | 143,930 | <b>115,255</b> |
| Communications Director                  | 119,276                | 123,649 | 155,977 | 97,813      | 187,351 | <b>139,876</b> | 100,696                 | 239,848 | <b>172,883</b> |
| Senior Vice President,<br>Communications | 153,621                | 167,029 | 251,670 | 126,617     | 295,425 | <b>211,990</b> | 135,507                 | 299,455 | <b>272,050</b> |
| Speech Writer                            | 81,321                 | 86,544  | 89,894  | 73,875      | 206,345 | <b>116,486</b> | 75,271                  | 208,081 | <b>117,279</b> |

### Communications Specialist

Designs and coordinates company communications. Responsible for maintaining policies and procedures, monitoring company media, and utilizing electronic publishing technology. Typically requires at least a bachelor's degree in area of specialty and 2-4 years of experience in the field or in a related area. Familiar with standard concepts, practices, and procedures within a particular field. Relies on limited experience and judgment to plan and accomplish goals. Performs a variety of tasks. Works under general supervision. A certain degree of creativity and latitude is required. Typically reports to a supervisor.

### Communications Manager

Creates, implements and oversees communications programs that effectively describe and promote the organization and its products. May aid in the preparation of presentations and/or speeches geared toward employees. Provides supervision and direction to staff. Requires a bachelor's degree in a related field and at least 7 years of experience in the field. Familiar with a variety of the field's concepts, practices, and procedures. Relies on extensive experience and judgment to plan and accomplish goals. Performs a variety of tasks. Leads and directs the work of others. A wide degree of creativity and latitude is expected. Typically reports to head of a unit/department.

### Communications Director

Directs and oversees communications programs that effectively describe and promote the organization and its products. May conduct market or public opinion research to assess program outcomes. Suggests promotional campaign ideas in various types of media, as well as counsels top management on effective communication strategies. Requires a bachelor's degree with at least 10 years of experience in the field. Familiar with a variety of the field's concepts, practices, and procedures. Relies on extensive experience and judgment to plan and accomplish goals. Performs a variety of tasks. Leads and directs the work of others. A wide degree of creativity and latitude is expected. Typically reports to top management.

### Senior Vice President, Communications

Plans and directs communications programs that effectively describe and promote the organization and its products. Oversees market or public opinion research to assess program outcomes. Approves promotional campaign ideas in various types of media, as well as counsels top management on effective communication strategies. Requires a bachelor's degree with at least 15 years of experience in the field. Familiar with a variety of the field's concepts, practices, and procedures. Relies on extensive experience and judgment to plan and accomplish goals. Performs a variety of tasks. Leads and directs the work of others. A wide degree of creativity and latitude is expected. Typically reports to top management.

### Speech Writer

Prepares and/or writes speeches, briefings, and other documents for key executive corporate positions. Plans and edits in-house communications vehicles. May be responsible for editorials, press releases or articles. Requires a bachelor's degree in a related area and at least 4 years of experience in the field or in a related area. Familiar with a variety of the field's concepts, practices, and procedures. Relies on experience and judgment to plan and accomplish goals. Performs a variety of tasks. May report to an executive or a manager. A wide degree of creativity and latitude is expected.

## Internal Communications

|                                  | Base salary by company |         |         | Base salary |         |                | Total cash compensation |         |                |
|----------------------------------|------------------------|---------|---------|-------------|---------|----------------|-------------------------|---------|----------------|
|                                  | SMALL                  | MEDIUM  | LARGE   | LOW         | HIGH    | AVERAGE        | LOW                     | HIGH    | AVERAGE        |
| Instructional Designer           | 64,921                 | 67,395  | 72,051  | 48,906      | 90,184  | <b>69,451</b>  | 49,975                  | 91,918  | <b>74,103</b>  |
| Internal Communications Manager  | 90,719                 | 93,727  | 102,807 | 70,423      | 128,921 | <b>99,326</b>  | 72,417                  | 139,118 | <b>104,470</b> |
| Internal Communications Director | 126,619                | 131,908 | 163,239 | 100,517     | 201,285 | <b>151,579</b> | 103,366                 | 233,094 | <b>166,971</b> |
| Internal Publications Manager    | 95,331                 | 100,607 | 104,807 | 66,526      | 147,416 | <b>101,856</b> | 68,341                  | 182,976 | <b>115,473</b> |

### Instructional Designer

Designs training programs, including classroom lectures, online courses, and self-study sessions, directed at employees, organization members, or those who use the organization's products or services. Develops and updates course content and coordinates learning curriculum. Conducts assessment and analysis to identify new development needs and recommends training methods accordingly. Maintains in-depth and up-to-date knowledge of the related field. Requires a bachelor's degree in area of specialty and at least 4 years of experience in the field or in a related area. Familiar with a variety of the field's concepts, practices, and procedures. Relies on experience and judgment to plan and accomplish goals. Performs a variety of tasks. May lead and direct the work of others. A wide degree of creativity and latitude is expected. Typically reports to a manager.

### Internal Communications Manager

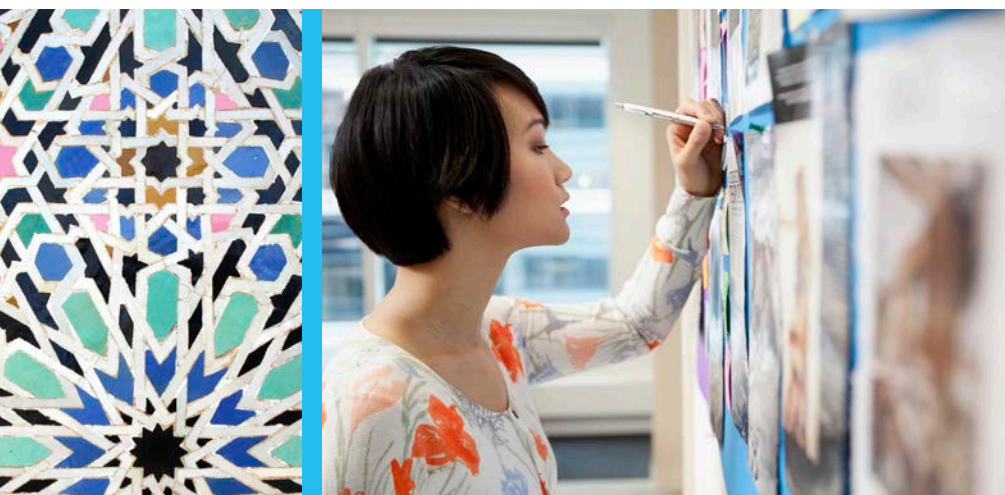
Manages the daily operations of communications programs within the organization. Oversees staff responsible for preparation of internal employee communications regarding company performance, future direction, or corporate or human resource policies. Monitors accuracy and timeliness of information distributed. May manage the content of brochures, handbooks, memos or emails. May act as a liaison with the public relations or corporate communications department. Requires a bachelor's degree in a related field and at least 7 years of experience in the field. Familiar with a variety of the field's concepts, practices, and procedures. Relies on experience and judgment to plan and accomplish goals. Performs a variety of complicated tasks. Leads and directs the work of others. A wide degree of creativity and latitude is expected. Typically reports to a head of a unit/department.

### Internal Communications Director

Directs and oversees communications programs within the organization. Oversees preparation of internal employee communications regarding company performance, future direction, and corporate or human resource policies. Ensures accuracy and timeliness of information distributed. May manage the content of brochures, handbooks, memos or emails. May act as a liaison with the public relations or corporate communications department. Requires a bachelor's degree in a related field and at least 10 years of experience in the field. Familiar with a variety of the field's concepts, practices, and procedures. Relies on experience and judgment to plan and accomplish goals. Performs a variety of complicated tasks. Leads and directs the work of others. A wide degree of creativity and latitude is expected. Typically reports to a top executive.

### Internal Publications Manager

Manages and coordinates company publications of organizational policies and procedures. May utilize bulletins, email, or newsletters to ensure effective communication. May require a bachelor's degree in area of specialty and at least 7 years of experience in the field or in a related area. Familiar with a variety of the field's concepts, practices, and procedures. Relies on extensive experience and judgment to plan and accomplish goals. Performs a variety of tasks. Leads and directs the work of others. A wide degree of creativity and latitude is expected. Typically reports to a head of a unit/department.



## Editing

|                               | Base salary by company |         |         | Base salary |         |                | Total cash compensation |         |                |
|-------------------------------|------------------------|---------|---------|-------------|---------|----------------|-------------------------|---------|----------------|
|                               | SMALL                  | MEDIUM  | LARGE   | LOW         | HIGH    | AVERAGE        | LOW                     | HIGH    | AVERAGE        |
| Communications Editor         | 61,400                 | 63,177  | 67,249  | 48,372      | 73,224  | <b>58,589</b>  | 48,479                  | 84,005  | <b>67,759</b>  |
| Communications Editor Manager | 99,681                 | 106,557 | 118,955 | 86,281      | 138,745 | <b>114,887</b> | 92,687                  | 167,008 | <b>126,242</b> |
| Copy Editor - Web             | 54,851                 | 56,686  | 65,122  | 45,917      | 82,027  | <b>62,411</b>  | 46,344                  | 83,030  | <b>64,606</b>  |
| Editor - Web                  | 63,821                 | 65,773  | 68,591  | 52,110      | 74,575  | <b>67,540</b>  | 52,216                  | 75,465  | <b>67,649</b>  |
| Managing Editor - Web         | 122,640                | 141,291 | 147,748 | 91,980      | 190,741 | <b>137,716</b> | 94,503                  | 202,987 | <b>148,154</b> |

**Communications Editor**

Writes, prepares, and/or reviews articles to be used in company publications. Coordinates the preparation of company publications and articles by confirming artwork, verifying facts, and giving final approval. Makes sure all work follows editorial policies and standards. Typically requires at least a bachelor's degree in area of specialty and 4-6 years of experience in the field or in a related area. Familiar with standard concepts, practices, and procedures within a particular field. Relies on experience and judgment to plan and accomplish goals. Performs a variety of complex tasks. Works under limited supervision. A certain degree of creativity and latitude is required. Typically reports to a supervisor or manager.

**Communications Editor Manager**

Manages a staff of editors who write, prepare and review articles to be used in company publications. Develops, implements, and maintains editorial policies and standards and ensures conformance. May assist in coordinating production or distribution activities. Acts as advisor to editing team regarding projects, tasks, and operations. Requires a bachelor's degree and at least 10 years of experience in the field or in a related area. Familiar with standard concepts, practices, and procedures within particular field. Relies on extensive experience and judgment to plan and accomplish goals. Performs a variety of complex tasks. A wide degree of creativity and latitude is required. Typically reports to head of a unit/department.

**Copy Editor - Web**

Coordinates with writers, producers, and other contributors to the website to ensure consistency in style, tone, and quality of the organization's site. Requires a bachelor's degree in a related area and 0-2 years of experience in the field or in a related area. Has knowledge of commonly used concepts, practices, and procedures within a particular field. Relies on instructions and established guidelines to perform the functions of the job. Works under immediate supervision. Primary job functions do not typically require exercising independent judgment. Typically reports to a manager.

**Editor - Web**

Writes, edits, proofreads, and copy edits a variety of documents. Plans and prepares stories for dissemination on a website. Requires a bachelor's degree in a related area with at least 4 years of experience in the field or in a related area. Familiar with a variety of the field's concepts, practices, and procedures. Relies on experience and judgment to plan and accomplish goals. Performs a variety of complicated tasks. May direct and lead the work of others. A wide degree of creativity and latitude is expected. Typically reports to a manager or head of a unit/department.

**Managing Editor - Web**

Designs and develops online content for a magazine/journal. Establishes journalistic style of the magazine. Supervises writers, freelancers, and research assistants. Manages the scheduling, writing, and editing functions of the magazine. Coordinates with the in-house production team on the layout of the magazine/journal. May require an advanced degree with at least 5 years of experience in the field. Familiar with a variety of the field's concepts, practices, and procedures. Relies on experience and judgment to plan and accomplish goals. Performs a variety of tasks. Leads and directs the work of others. A wide degree of creativity and latitude is expected. Typically reports to top management.

## Digital Marketing

|   | Base salary by company |         |         | Base salary |         |                | Total cash compensation |         |                |
|---|------------------------|---------|---------|-------------|---------|----------------|-------------------------|---------|----------------|
|   | SMALL                  | MEDIUM  | LARGE   | LOW         | HIGH    | AVERAGE        | LOW                     | HIGH    | AVERAGE        |
| Digital Strategist                          | 77,155                 | 86,751  | 104,140 | 58,374      | 144,326 | <b>85,586</b>  | 64,918                  | 145,422 | <b>101,908</b> |
| Digital Marketing Manager                   | 96,674                 | 99,958  | 108,828 | 71,545      | 115,574 | <b>88,473</b>  | 71,548                  | 158,364 | <b>114,562</b> |
| eCommerce Manager                           | 103,710                | 109,761 | 124,173 | 91,659      | 146,895 | <b>117,158</b> | 99,039                  | 175,491 | <b>134,863</b> |
| eCommerce Director                          | 121,199                | 136,738 | 162,282 | 85,747      | 166,829 | <b>130,527</b> | 109,269                 | 285,510 | <b>173,256</b> |
| Search Engine Optimization (SEO) Specialist | 66,419                 | 69,668  | 73,275  | 48,479      | 93,327  | <b>71,074</b>  | 48,771                  | 98,747  | <b>75,396</b>  |
| Social Media Specialist                     | 50,272                 | 54,443  | 59,710  | 40,649      | 71,420  | <b>52,149</b>  | 41,287                  | 75,844  | <b>54,030</b>  |
| Social Media Strategist                     | 75,521                 | 83,997  | 102,121 | 58,266      | 140,866 | <b>80,829</b>  | 63,849                  | 142,830 | <b>99,865</b>  |

### Digital Strategist

Plays a key role in the successful planning and implementation of multi-channel marketing strategies for client brands. Helps create innovative ideas that tie web, mobile, email, search, social and traditional advertising together to provide solutions based on consumer insight and data. Requires a bachelor's degree in area of specialty and at least 7 years of experience in the field or in a related area. Familiar with a variety of the field's concepts, practices, and procedures. Relies on extensive experience and judgment to plan and accomplish goals. Performs a variety of tasks. Leads and directs the work of others. A wide degree of creativity and latitude is expected. Typically reports to a head of a unit/department.

### Digital Marketing Manager

Oversees an organization's electronic advertising efforts. Responsible for Internet, TV, and radio ad design and placement. Requires a bachelor's degree in area of specialty and at least 7 years of experience in the field or in a related area. Familiar with a variety of the field's concepts, practices, and procedures. Relies on extensive experience and judgment to plan and accomplish goals. Performs a variety of tasks. Leads and directs the work of others. A wide degree of creativity and latitude is expected. Typically reports to a head of a unit/department.

### eCommerce Manager

Identifies and designs an organization's strategic and long-range eCommerce goals. Aids in the development of an Internet/extranet strategy and helps coordinate efforts across all IT functions to support company's business strategy. Provides insight on eCommerce business to top management for inclusion in overall business plan. Requires a bachelor's degree in area of specialty and at least 7 years of experience in the field or in a related area. Familiar with a variety of concepts, practices, and procedures. Relies on extensive experience and judgment to plan and accomplish goals. Leads and directs the work of others. A wide degree of creativity and latitude is expected. Typically reports to a manager or head of a unit/department.

### eCommerce Director

Directs and oversees an organization's strategic and long-range eCommerce goals. Develops Internet/extranet strategy and coordinates efforts across all IT functions to support company's business strategy. Requires a bachelor's degree with at least 12 years of experience in the field. Familiar with a variety of concepts, practices, and procedures. Relies on extensive experience and judgment to plan and accomplish goals. Leads and directs the work of others. A wide degree of creativity and latitude is expected. Typically reports to top management.

### Search Engine Optimization (SEO) Specialist

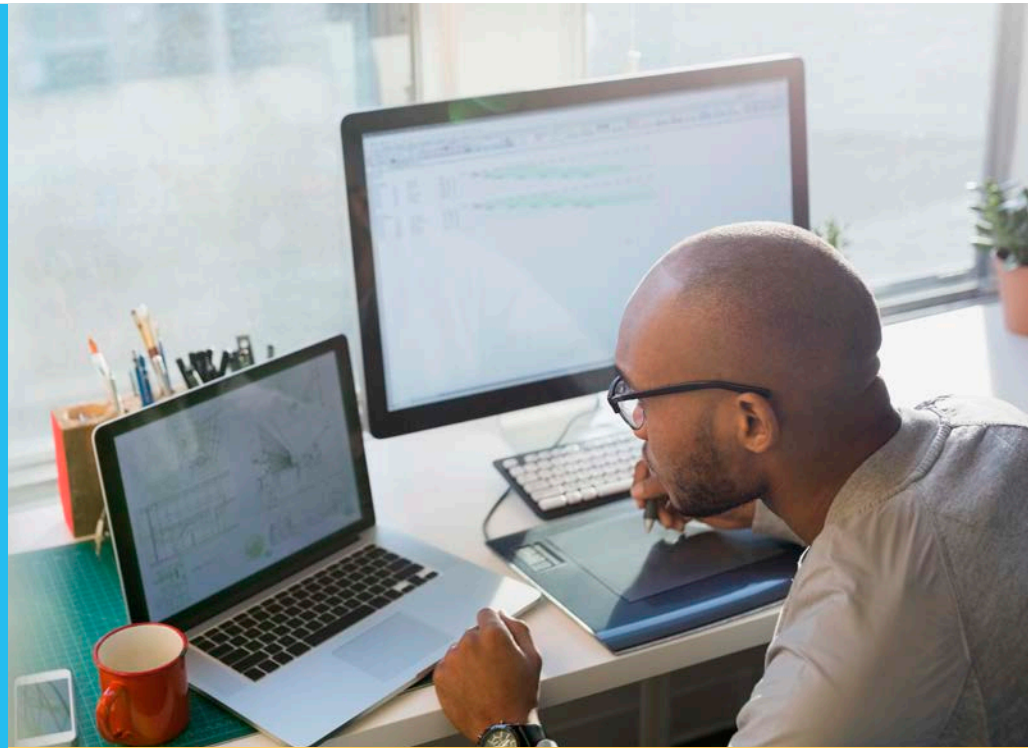
Uses traffic tracking applications to collect and analyze data, recognize user patterns and trends, and formulate effective marketing techniques. Requires a bachelor's degree in area of specialty and 2-4 years of experience in the field or related area. Familiar with standard concepts, practices, and procedures. Relies on experience and judgment to plan and accomplish goals. Works under general supervision. A certain degree of creativity and latitude is required. Typically reports to a supervisor or manager.

### Social Media Specialist

Responsible for defining and executing a specific social media strategy, as well as cultivating and managing branded online communities on the company's behalf. Excellent writing and editing skills for multiple media channels are required, as is a strong customer service mindset.

### Social Media Strategist

Develops and maintains a comprehensive social media strategy to increase visibility and traffic. Leads the development of organization-wide social media management standards, policies and rules of engagement. Defines key performance indicators and implements enterprise-level measurement, analytics, and reporting methods to gauge success. Requires a bachelor's degree in area of specialty and 2-4 years of experience in the field or in a related area. Familiar with standard concepts, practices, and procedures. Relies on experience and judgment to plan and accomplish goals. Works under general supervision. A certain degree of creativity and latitude is required. Typically reports to a supervisor or manager.



## Discover the right combination of know-how and know-who.

There's no disputing that the competition for the very best marketing, creative, communications and digital talent is pretty intense. To find and retain the right professionals in this job market, it helps to know the latest salary figures — but it's just as important to make the right connections.

When you connect with our team, you get access to our unparalleled knowledge of local and national market trends, as well as our exclusive network of top candidates. Talk to us today — tell us about your business's goals, and we'll use our insight and connections to help you achieve them.

**To get the conversation started, please contact your local Paladin representative or visit [paladinstaff.com](http://paladinstaff.com) today.**

