

2014-2015

Digital Marketing Salary Guide

An Inside Look at Digital Marketing Salaries

National



MONDO[™]

AGENTS OF CHANGE

Mondo.com

A DIGITAL ERA

How technology is shaping the future of marketing



“With hundreds of different ways to reach customers online today, businesses are competing to be relevant in a complex and crowded environment.”

Laura McGarrity | VP, Marketing

For over 14 years, Mondo has witnessed the evolution of technology and the impact it has on business. Marketing departments, especially, have experienced the greatest impact in the past 5 years as technology continues to challenge and push traditional marketing methods to online and digital platforms. With hundreds of different ways to reach customers online today, businesses are competing to be relevant in a complex and crowded environment.

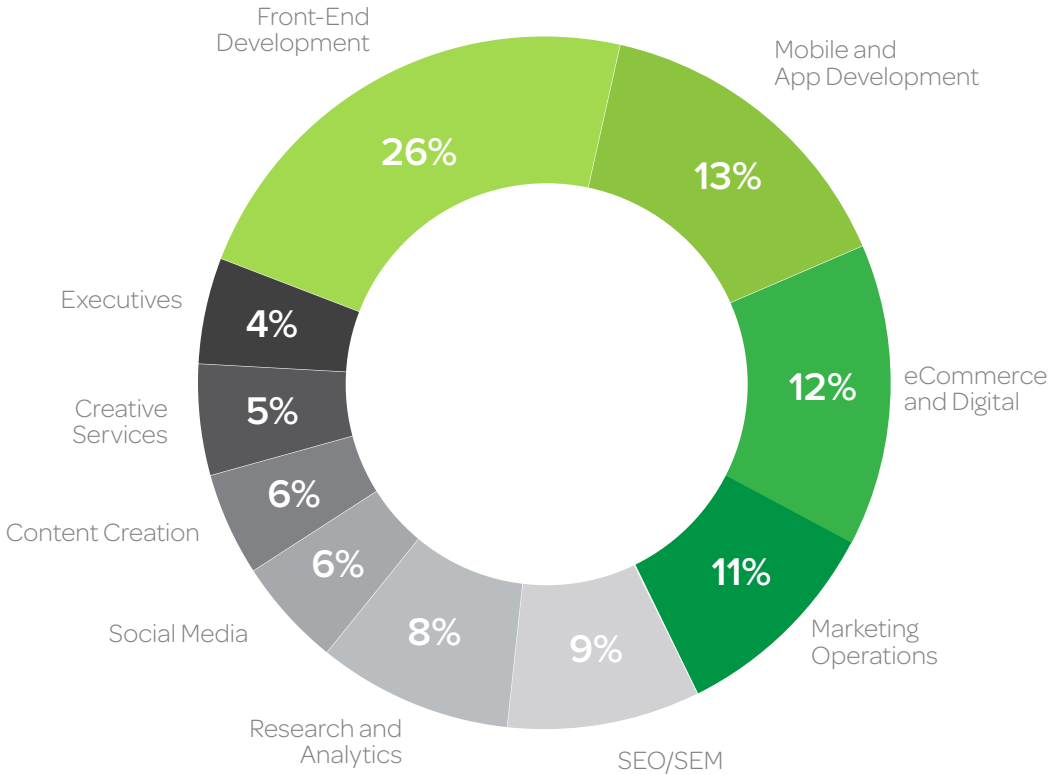
‘Customer Engagement’ is top of mind for businesses in today’s world and without a solid customer engagement strategy businesses are missing the opportunity to connect with their customers in the most effective way. In order to engage customers effectively, marketing is tasked

with ensuring all online customer touch points are optimized. Another challenge that marketing departments face is finding the right talent to drive their digital marketing initiatives. With the hottest positions trending in [SEO/SEM](#), [content marketing](#), [big data](#), [marketing automation](#), [lead generation](#), [creative](#), [social media](#), and [eCommerce](#) along with over 53 new technologies, it is critical that marketing leaders get ahead of the demand for the most skilled talent to support these emerging trends.

CMOs positioning themselves for the future need to make sure that they bring in the right technical and creative talent that is necessary to navigate this new digital era of marketing.

A stylized, handwritten signature in white ink, consisting of a series of loops and curves.

Share of Digital Marketing Jobs We Filled This Year



Share taken as a percentage of all Mondo Digital Marketing staffing placements from April 2013 - April 2014.

5 FOR 5 PLACEMENTS

The year's top 5 placements in the top digital marketing functions



EXECUTIVES



CREATIVE SERVICES & PRODUCTION



Winner

Chief Marketing Technologist
\$140,000 – \$241,000

Web Designer
\$65,000 – \$110,000

2nd Runner Up

Chief Digital Officer
\$148,000 – \$280,000

Creative Services Director
\$75,000 – \$170,000

3rd Third Place

VP, Interactive
\$100,000 – \$165,000

Interactive Designer
\$73,000 – \$113,000

4th Fourth Place

VP, eCommerce
\$120,000 – \$205,000

Art Director
\$67,000 – \$135,000

5th Fifth Place

VP, Digital Marketing
\$90,000 – \$170,000

Graphic Designer
\$60,000 – \$90,000

*National averages based on year-over-year growth in demand for specific digital marketing placements.

5 FOR 5 PLACEMENTS (CONT'D)

The year's top 5 placements in the top digital marketing functions



DIGITAL & INTERACTIVE



CONTENT CREATION & SOCIAL MEDIA



OPERATIONS



Mobile App Developer
\$98,000 – \$148,000

Web Editor
\$48,000 – \$88,000

Operations Manager
\$65,000 – \$103,000

2nd

UI/UX Developer
\$90,000 – \$138,000

Manager, Social Media Marketing
\$60,000 – \$88,000

Media Planner/Analyst
\$52,000 – \$88,000

3rd

Web Developer
\$84,000 – \$131,000

Technical Writer
\$58,000 – \$95,000

Market Researcher
\$49,000 – \$70,000

4th

Director, Web Analytics
\$95,000 – \$143,000

Content Producer
\$58,000 – \$105,000

MarCom Manager
\$90,000 – \$140,000

5th

Interactive Project Manager
\$76,000 – \$107,000

Digital Content Strategist
\$80,000 – \$125,000

Marketing Coordinator
\$40,000 – \$75,000

For a breakdown of what's hot and what's not in your industry, contact your Mondo Account Director today.

2014-2015

DIGITAL MARKETING
SALARIES

What is Hot in The
World of Digital Marketing?



Executive

	LOW	MEDIUM	HIGH
Chief Digital Officer	148,000	210,000	280,000
Chief Marketing Officer	142,000	180,000	230,000
Chief Marketing Technologist	140,000	185,000	241,000
VP, Digital Marketing	90,000	125,000	170,000
VP, eCommerce	120,000	160,000	205,000
VP, Group Director	107,000	157,750	208,500
VP, Interactive	100,000	135,000	165,000
VP, Marketing Communications	125,000	172,000	210,000



Creative Services & Production

	LOW	MEDIUM	HIGH
Director, Art	67,000	91,000	135,000
Director, Creative Services	75,000	122,000	170,000
Manager, Creative Services	55,000	72,000	95,000
Manager, Production	69,000	91,000	108,000
Graphic Designer	60,000	75,000	90,000
Infographics Designer	57,000	75,000	91,000
Interactive Designer	73,000	94,000	113,000
Package Designer	68,000	89,000	107,000
Presentation Specialist	53,000	70,000	86,000
Production Artist	45,000	51,000	65,000
Studio Artist	44,000	60,000	80,000
Visual Designer	60,000	76,000	92,000
Web Designer	65,000	81,000	110,000
Web Production Artist	46,000	60,000	87,000



Digital & Interactive

	LOW	MEDIUM	HIGH
Director, Digital Marketing	128,000	149,000	190,000
Director, Digital Media	82,000	110,000	140,000
Director, eCommerce	100,000	146,000	166,000
Director, Interactive	79,000	103,000	122,000
Director, SEO/SEM	100,000	138,000	150,000
Director, UI/UX	91,000	118,000	138,000
Director, Web Analytics	95,000	124,000	143,000
Manager, Community	48,000	64,000	78,000
Manager, Digital Marketing	73,000	96,000	114,000
Manager, Digital Media	73,000	90,000	114,000
Manager, Interactive	60,000	76,000	93,000
Manager, Mobile	68,000	76,000	93,000
Manager, SEO/SEM	78,000	102,000	111,000
Manager, Web Analytics	89,000	116,000	126,000
Big Data Analyst	90,000	106,000	125,000
Digital Media Buyer	58,000	76,000	99,000
Digital Strategist	81,000	106,000	125,000
Flash Developer	69,000	103,000	112,000
Flex Developer	90,000	118,000	136,000
Front -End Developer	88,000	115,000	134,000
HTML Developer	86,000	112,000	132,000
Information Architect	98,000	128,000	146,000
Mobile App Developer	98,000	128,000	148,000
Product Manager	56,000	70,000	75,000
Project Manager, Digital	86,000	104,000	123,000



Digital & Interactive (cont'd)

	LOW	MEDIUM	HIGH
Project Manager, Interactive	76,000	99,000	107,000
SEO/SEM Analyst/Strategist	56,000	78,000	100,000
SEO/SEM Specialist	68,000	87,000	93,000
UI/UX Architect	103,000	134,000	155,000
UI/UX Designer	86,000	115,000	133,000
UI/UX Developer	90,000	118,000	138,000
UI/UX Researcher	88,000	115,000	134,000
UI/UX Specialist	98,000	128,000	146,000
Web Developer	84,000	110,000	131,000



Content Creation & Social Media

	LOW	MEDIUM	HIGH
Director, Social Media	42,000	72,000	105,000
Manager, Content	67,000	81,000	100,000
Manager, Social Media	58,000	76,000	85,000
Manager, Social Media Marketing	60,000	72,000	88,000
Content Producer	58,000	76,000	105,000
Copy Editor	45,000	58,000	73,000
Copywriter	54,000	70,000	92,000
Digital Content Strategist	80,000	105,000	125,000
Proofreader	35,000	46,000	60,000
Technical Writer	58,000	76,000	95,000
Web Content Writer	57,000	74,000	90,000
Web Editor	48,000	65,000	88,000



Operations

	LOW	MEDIUM	HIGH
Manager, MarCom	90,000	118,000	140,000
Manager, Operations	65,000	76,000	103,000
Email Marketing Specialist	78,000	102,000	130,000
Lead Generation Specialist	98,000	128,000	140,000
MarCom Specialist	68,000	89,000	96,000
Marketing Automation Specialist	49,000	75,000	90,000
Marketing Coordinator	40,000	57,000	75,000
Market Researcher	49,000	64,000	70,000
Media Planner/Analyst	52,000	64,000	88,000

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CMOs and marketing executives must shift their focus to the world of digital marketing and expand their teams with the resources necessary to support the latest web, mobile, automated and integrated marketing technologies.

Without the skilled resources to create, test, and execute these marketing strategies, companies will get left behind.

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– Laura McGarrity | VP, Marketing

RECRUITING SMARTER

Top three game changing tips

BE IN THE KNOW: Digital Marketing's Hottest Trends

- 50% of all marketing hires will have a technical background in 2014.
- Demand for digital marketing pros will rise 38% this year.
- CMO technology budget will surpass CIO technology budget.
- 53 new technologies were released in 2013. This number is expected to double in 2014.
- 59% of marketing companies today, reject a candidate because they lack cultural fit.



Tip One

Hire for cultural fit

Workplace culture is, at its heart, making sure that employees' values, mission and personality align with those of your company.

Laura McGarrity says: Marketing teams thrive in a strong and cohesive culture. At Mondo we know that cultural fit is just as important as skill fit and we work hard to match consultants that have the talent but can also seamlessly integrate into the culture that your company already practices.

During the hiring process, we screen candidates to see if they would be a good fit or not and identify those that will enhance your culture.

Advice: Always be clear on what your company and team culture is and isn't, and expose candidates to it from the outset.

RECRUITING SMARTER (CONT'D)

Top three game changing tips



Tip Two

Embrace the elastic workforce

Companies don't always need a full-time resource and often benefit from having an Elastic Workforce™ that adjusts to the ebbs and flows of projects and initiatives.

Laura McGarrity says: Marketing departments are looking for and seeing the value in the expertise of career contractors who have worked in multiple different environments and have well-rounded skill sets. With a scalable workforce, companies find that it is more cost-effective to hire a contractor on an as needed basis rather than to keep them on full-time while still retaining top tier talent.

Advice: Look for candidates who can quickly acclimate to your company, gauge the culture, processes and challenges and tailor their skills to your immediate needs.

Elastic Workforce™: the dynamic community of highly skilled, independent experts that ebb and flow with the resource needs of rapid enterprise initiatives. They thrive on challenge, understand business technology, and are ready to work.



Tip Three

Hiring the unknown

With the world of technology continuing to evolve so rapidly, it's no surprise that the world of marketing is being impacted more than ever and new technologies specific to marketing are emerging almost weekly.

Laura McGarrity says: With over 53 new marketing technologies that emerged last year alone, it is more important than ever to make the right hires with the relevant technical skills to push your marketing initiatives and digital platforms forward. When hiring for a position that requires technical expertise that is still new to you and the market; (1) ask for relevant experience, (2) review work samples, (3) hire the candidate on a trial basis.

Advice: Try before you buy. Infusing your team with highly skilled project resources is a great way to expose your team to new technologies and innovative strategies to help them grow. You'll also have the benefit of learning something new, too!

TOP 3 REASONS GREAT TALENT STAYS

We surveyed top digital marketing talent to see what makes them tick and stick at companies like yours.

1

OPPORTUNITY FOR PROFESSIONAL DEVELOPMENT

The market's hottest talent thrives in a challenging environment where they can polish and expand their skill sets ultimately becoming more marketable. Giving employees the tools and the atmosphere to foster professional development is key to keeping them engaged and productive. Companies that invest in employee professional development tend to have the lowest churn.

2

FLEXIBLE WORK ENVIRONMENT

There are a number of different ways to allow work flexibility. Casual Fridays, the ability to work from home, a condensed workweek, or allowing employees to work from different offices are all ways in which employers can foster a fluid work schedule. Technology advancements have made work flexibility a viable and attainable option for companies nationwide.

3

BEING PART OF A TEAM

Employees want to feel that they are part of something bigger; thriving and feeding off each other will enable greater collaboration, productivity and innovation. When employees are part of a bigger team, they unleash their potential to share and create stronger ideation and growth.



MONDO™

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Digital Marketing Resourcing Provider

Think Forward. Every day we're helping companies like yours drive their businesses forward by providing access to digital marketing resources at a moment's notice. Real people with real experience. Technology and digital marketing thinkers. People you can rely on to help push your digital platforms forward and accelerate your marketing initiatives.

We're having conversations daily with clients on how to build and scale their digital marketing teams. Let's start by having a conversation on how other companies like yours are innovating in marketing and see where it goes.

This is the world of Mondo where agility and quality collide perfectly. We don't follow trends. We create them. We don't wait for change. We are the change.

Who Chooses Us

Bed Bath and Beyond | Campbell | Droga5 | Facebook | Google | GroupM | NBC Universal
NYU Medical Center | Ogilvy & Mather | Time Warner Cable | Weight Watchers



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