

2015 Marketing Salary Guide

MN Marketing Compensation and Hiring Trends



Table of Contents

Understanding the Marketing Salary Guide	3
An Introduction to Digital Marketing	4
The Evolution of Modern Marketing	5
Minnesota's Marketing Hiring Trends	6
2015's Most In-Demand Digital Marketing Jobs	7
VP of Digital Media	7
Demand Generation Leaders	8
Digital Marketing Manager	9
Digital Marketing Salary Summary	10
Demand Generation Salaries	11
Marketing Automation Salaries	12
CRM/Database Analysis Salaries	13
Digital Marketing Salaries	14
SEO Salaries	15
Paid Search/SEM Salaries	16
Social Media Salaries	17
Email Marketing Salaries	18
Web Analytics Salaries	19
Marketing Leadership Salaries	20
Additional Resources	22
Talent and Job Search Resources	23
About Versique	23

Understanding the Marketing Salary Guide

The 2015 Minnesota Marketing Salary Guide from Versique is a comprehensive resource on compensation and hiring trends in the marketing industry.

Included are salary ranges for various marketing positions, including both traditional and digital marketing roles. The information and figures inside are based on hundreds of full-time placements made by our experienced marketing recruiting professionals, as well as tens of thousands of candidates within our Applicant Tracking System. Our marketing recruiting experts work with hiring managers and job seekers throughout Minnesota each day, which gives them unique and comprehensive insight into Minnesota's marketing compensation and hiring trends.

Understanding the latest salary trends and hiring outlook is essential to attracting and retaining the top marketing talent for your organization. Our exclusive 2015 Marketing Salary Guide gives you the local insight you need to not only meet Minnesota's marketing salary expectations, but also recruit, retain, and engage current and future talent.

In the guide you'll find the following:

- Accurate and up-to-date marketing salary data and job descriptions for 30+ full-time Marketing positions across Minnesota
- A unique look into the evolution of marketing
- Expert advice for employers on how to attract and retain top-level talent
- An in-depth look at the hiring outlook for marketing positions in Minnesota
- Career advice on topics like the job search, working with recruiters, and more

An Introduction to Digital Marketing

In recent years, marketers have experienced a distinct shift from the norms of traditional marketing to the brave new digital world. Tools companies have used since the Mad Men era are no longer the natural, or most effective, choices. In just two short years, digital advertising spending is predicted to overtake television ad spend. In fact, digital is set to represent 30% of all ad spending in the United States by 2019.

We won't go so far to say that traditional marketing has been made ineffective by the popularity of the smart phone, but in recent years, traditional strategies have moved aside to make room for their digital counterparts.

As a result of this shift, marketing roles are steadily becoming more specialized and digital-focused. It's no longer enough to understand the basics of why people buy. The focus has shifted to branding, interaction, and relationships. Modern marketing means not only bringing your message directly to the consumer on the screen of their choosing, but building a relationship, even becoming their friend and trusted partner.

In addition to building valuable relationships, marketing is increasingly becoming data-focused. Each decision is based on extensive research and data, which has led to the increasing importance of technical roles in the marketing field. Marketing and IT are working closer than ever to provide more effective business solutions.

Due to the shift in general strategy, marketers have gained some newly defined roles. From Digital Marketing Managers to Demand Generation Specialists to Chief Marketing Technologists, these positions require a new set of skills and fast-paced mindset that traditional marketing does not. For that reason, this guide will focus mainly on Digital Marketing roles and what candidates and employers can expect to face in the Minnesota market.

The Evolution of Modern Marketing

As an executive search firm with a well-developed Marketing search division, we have a unique insight into the industry's current and future state. Over the past several years, the industry has experienced a shift in the most in-demand marketing positions. Roles are diverting from traditional marketing positions and employers are demanding digital knowledge and experience. We've entered the age of "Modern Marketing," in which specialization and digitization are the prevalent themes.

As the industry advances into the digital age, the number of traditional marketing roles available seems to be dwindling. Instead, we've entered an age of what some are calling "modern marketing."

Sure, it might seem like a buzzword, but "modern marketing" is a combination of traditional marketing, strategic marketing, digital marketing, social media engagement, and more, all culminating to produce a better measurement of results.

Modern marketing is more effective, cost efficient, measurable, targeted, social, and mobile compared to traditional marketing [[Modern Marketing Partners](#)]. However, it doesn't render all the concepts of traditional marketing obsolete, instead it combines them.

As modern marketing continues to emerge, so does the list of the new most in-demand digital marketing careers. There are four digital marketing positions in particular that have recently emerging as the most sought after marketing positions in the market. These include the CMT (Chief Marketing Technologist), the VP of Digital Media, the Demand Generation Director, and the Digital Marketing Manager.

Minnesota's Marketing Hiring Trends

Marketing has become more technology-driven and data-focused in the last 5-10 years. As a result, marketers are noticing a shift in job titles and function.

"Marketing jobs are transitioning away from the creative design and towards data-driven strategic planners, who will begin to make more business decisions that directly impact the company's bottom line," says Wes Lieser, a Digital Marketing recruiter with Versique.

"By 2017 CMOs will spend more on IT
than their counterpart CIOs."
- Forbes

As marketing budgets shift away from traditional marketing efforts and towards digital marketing, a growing portion is also going directly to technology itself. As a result, the CMO's role is changing. They are increasingly taking on the responsibility of aligning technology with the business's goals, selecting the right IT team to execute such plans, and even acting as a liaison to the IT department. It is said that "by the year 2017 CMOs will spend more on technology than their counterpart CIOs" ([Forbes](#)).

This expansion of responsibilities has made some organizations abandon the CMO title altogether and take on a the more comprehensive title of CMT (Chief Marketing Technologist).

Minnesota's Top Marketing Positions

- Content Marketer
- CMO/CMT
- Digital Marketing Manager
- Director, Demand Generation
- VP of Digital Media

2015's Most In-Demand Digital Marketing Jobs

Vice President of Digital Media



Responsibilities of the VP of Digital Media include translating business objectives into digital property planning and activation, developing strategy behind digital properties (website, portals, social sites, etc), as well as leading the team responsible for user experience, social experience, and inbound web experience. This individual also acts as a primary business stakeholder for web and digital asset content.

It's not just the VP title that makes this such an in-demand role. It's the level of experience with specific platforms, technology, and methods that matter. Data is the "currency" of digital media, meaning that DMPs (data management platforms) have become an integral part of companies' tech strategies. Some even spend millions to build their own customized platforms ([Loechner](#)).

Companies need marketing leaders who understand not only DMPs, but also DSP (demand side planning), and [programmatic marketing](#). In addition to that, they also look for those capable of leading paid search, display, affiliate, email, and content initiatives.

It's a tall order – especially in the Twin Cities where firms investing in DMP and DSP technology are not plentiful. For Minnesota marketing departments to stay competitive, they'll likely invest in leaders from the East and West coasts where such experience is more common.

[Read more](#) about this role in our 3-part blog series on the most in-demand digital marketing positions of 2015!

2015's Most In-Demand Digital Marketing Jobs

Demand Generation Leaders



Demand Generation combines IT, sales, and marketing. At its core, demand generation is just that –creating demand for a product or service. It involves multiple marketing programs working together, coupled with a structured sales process to achieve sales goals.

The Demand Generation Director is a relatively new title in the market. While the role or title may differ from company to company, a Demand Generation Director is responsible for the strategy of demand generation, from launching campaigns to working with multiple departments to roll out demand generation strategies. They're also typically responsible for tracking and analyzing the effectiveness of demand generation campaigns as well as developing and implementing various demand generation programs and strategy. These programs can include automated nurture, drip emails and publications, and SEO and website content.

As companies begin taking advantage of Demand Generation capabilities, technical roles are becoming more sought-after. These technical roles include those working within, evaluating, and maintaining various marketing automation platforms like Eloqua™, Marketo®, Hubspot, etc. These “super users” pull lists, build workflows, score leads, create landing pages, etc. to ensure the team meets their lead generation goals.

[Read more](#) about this role in our 3-part blog series on the most in-demand digital marketing positions of 2015!

2015's Most In-Demand Digital Marketing Jobs

Digital Marketing Manager



The Digital Marketing Manager role is often difficult to define, but is currently in-demand among all size companies throughout the Twin Cities. While the title is widely in use, it can mean something entirely different at each individual organization.

For example, some companies' Digital Marketing Manager is responsible for anything and everything internet/ecommerce related. While in another company, the role could be more strategic, responsible for overseeing strategy for paid and earned media, directing lead generation efforts, and managing any partnerships with outside vendors or agencies.

When looking to fill this relatively new role, companies often have to temper expectations. It's simply not plausible to expect to hire someone with more than 10 years of experience to work for an annual salary of 60k. Later in the salary guide, we'll discuss realistic salary expectations in Digital Marketing.

In the highly competitive Minneapolis job market, many Digital Marketers are taking the chance to leave their current company and launch a career as a digital marketing consultant. This choice can lead to a larger annual salary and more variety in the work and client setting. If you're in need of digital marketing services, check out our wide range of [digital marketing services](#) and [digital marketing services for staffing agencies](#).

[Read more](#) about this role in our 3-part blog series on the most in-demand digital marketing positions of 2015!

Digital Marketing Salary Summary

Below are the average base salary ranges for various positions within the marketing industry, broken down by overall function. The salary ranges are based on full-time placements made by our executive marketing recruiting professionals, as well as thousands of candidates within our Applicant Tracking System.

Modern Marketing Salaries – MN

Position Title	2015 Salaries
Demand Generation	
Demand Generation Specialist	\$35,225 - \$65,511
Demand Generation Manager	\$61,162 - \$100,891
Director, Demand Generation	\$89,250 - \$147,768
VP, Demand Generation	\$136,120 - \$178,145
Marketing Automation	
Marketing Automation Specialist	\$41,221 - \$72,650
Marketing Automation Manager	\$63,987 - \$91,453
Marketing Automation Director	\$80,223 - \$127,780
CRM/Database	
Database Marketing Analyst	\$57,326 - \$89,050
Director, Database Marketing	\$90,100 - \$123,975
VP of Database Marketing	\$121,307 - \$205,055
Digital Marketing	
Digital Marketing Specialist	\$39,459 - \$65,196
Digital Marketing Manager	\$57,331 - \$93,450
Digital Marketing Director	\$78,329 - \$122,889
VP, Digital Marketing	\$110,743 - \$197,940
SEO	
SEO Specialist	\$35,500 - \$73,125
SEO Manager	\$69,960 - \$94,222
SEO Director	\$91,745 - \$120,104

Position Title	2015 Salaries
Paid Search	
Paid Search Specialist	\$35,901 - \$73,770
Paid Search Manager	\$68,442 - \$97,492
Paid Search Director	\$96,142 - \$120,269
Social Media	
Social Media Specialist	\$30,300 - \$68,260
Social Media Manager	\$71,842 - \$93,948
Social Media Director	\$94,770 - \$119,010
Email	
Email Marketing Specialist	\$36,550 - \$74,360
Email Marketing Manager	\$72,510 - \$105,050
Web Analytics	
Web Analyst	\$39,120 - \$89,710
Web Analytics Manager	\$83,464 - \$101,805
Director, Web Analytics	\$97,670 - \$121,220
Leadership	
Marketing Manager	\$40,500 - \$85,150
Director, Marketing	\$97,080 - \$140,400
Director, Marketing Communications	\$79,210 - \$98,442
Director, E-commerce	\$90,974 - \$131,500
VP, Marketing	\$97,392 - \$174,842
CMO	\$106,605 - \$214,746

Note: As was mentioned above, these ranges represent the average base marketing salaries across a variety of industries and company sizes throughout Minnesota. While there are a number of non-monetary benefits, which can cause salaries with the same or similar titles to fall outside these ranges, due to companies varying compensation structures, the ranges at the right are based solely on employee's base salaries for the year 2015 and do not include any type of monetary or non-monetary incentives. These types of non-monetary benefits can include compensation structure, retirement plan, tuition reimbursement, discounted parking, free coffee, company discounts, work environment as well as a number of other benefits.

Demand Generation

Demand Generation Specialist	Demand Generation Manager	Director, Demand Generation	Vice President, Demand Generation
\$35,225 - \$65,511	\$61,162 - \$100,891	\$89,250 - \$147,768	\$136,120 - \$178,145

What Is Demand Generation?

The main difference between marketing today and marketing 15 years ago is data. Modern marketers don't try to calculate the projected number of impressions on a billboard or in a magazine, they use actual data they've received from prospects. Marketers are no longer simply talking **to** customers, but talking **with** them. The definition of Demand Generation from [Hubspot](#) states, "Demand generation programs are touch points *throughout the conversion optimization and sales cycles*". Demand Generation activities include SEO, SEM, content marketing, marketing automation, social media, etc.

Demand Generation Specialist

The Demand Generation Specialist has 1-2 years of experience using a marketing automation platform. They typically started their career in a sales support role and understand the relationship between sales and marketing. Similar to a Marketing Automation Specialist, importing lists, building nurture campaigns, if/then sequences, landing pages, and lead scoring are all standard skills that come with the position.

Demand Generation Manager

The Demand Generation Manager has 3+ years of experience including administering marketing automation system, creating email marketing/lead nurturing programs, as well as marketing and coordinating tradeshow and events. They're typically certified experts in the both the MAP (Eloqua™, Marketo®, Hubspot, Act-On, Etc.) and CRM (SFDC, Dynamics, Sugar, Etc.) platforms that are used by their company. In addition to the marketing automation platform, a Demand Generation Manager might also have a general understanding of SEO, SEM, PPC, and other digital marketing activities.

Director, Demand Generation

The Director of Demand Generation has a minimum of 5-7 years of experience and is tasked with establishing a marketing calendar, content/nurture strategy, building the top of funnel, and nurturing leads throughout the funnel. Smaller companies will need this person to not only lead the strategic direction of their demand generation activities, but also help with the tactical, day-to-day execution of the strategy. Whereas larger companies will have the Director lead the strategy, but they'll have a team in place to execute on the tactical activities. Directors of Demand Generation will also have advanced knowledge of current demand generation methods across multiple channels (email, webinars, SEM/SEO, PPC, display, retargeting, social, events, etc).

Vice President, Demand Generation

The Vice President of Demand Generation typically only exists in companies that are at, or above, \$1B in revenue. They have 15+ years of experience in marketing, sales, strategic partnerships, and sales training. They have a team of at least 10 individuals which include: digital marketing (SEO, SEM, email, content, social media) and an inside sales team (BDR, SDR, tele-prospecting, etc.). They've typically been in a client-facing positions in the past (either sales or field marketing), and are extremely well-versed in the lead management process. It is their job to lead the strategic direction for increasing demand, as well as developing cohesion between sales and marketing, leading to increased efficiency...not to mention revenue.

Marketing Automation

Marketing Automation Specialist	Marketing Automation Manager	Marketing Automation Administrator
\$41,221 - \$72,650	\$63,987 - \$91,453	\$80,223 - \$127,780

Marketing Automation – What is it?

Consider this; if demand generation is equivalent to baseball, then [marketing automation](#) would be the bat. Even though marketing automation is only one aspect of demand generation...it just happens to be a very important aspect. With 60% of buying decision made before coming into contact with a sales person, marketing automation is a tool that allows marketers to nurture potential buyers no matter where they are in the buyer's journey.

Marketing Automation Specialist

The Marketing Automation Specialist is similar to the Demand Generation Specialist, but is exclusive to one particular MAP (Marketing Automation Platform). These marketers have 1-3 years of experience using the MAP, and are either certified experts or they have enough relevant skills to be considered one. 95% of their day is spent in the platform itself building campaigns for different marketing initiatives.

Marketing Automation Manager

A Marketing Automation Manager has 5+ years of marketing automation experience. Their team could be as small as one, or as large as four. They will manage the data reporting, marketing calendar, content strategy, and execution of multiple different campaigns within the MAP. Not only will they be an expert with the MAP itself, they will also be well versed in statistical analysis, A/B testing, and project management.

Marketing Automation Director

The Marketing Automation Administrator has 7-10 years of experience with one or multiple different marketing automation/email marketing platforms and be focused on the design, configuration, deployment, and reporting of the tool. The Marketing Automation Administrator will have either led, or supported multiple different platform implementations and CRM integrations. This position is typically more IT focused, using skills like in-depth analytics, basic HTML, and SQL.

CRM/Database Analysis



Database Marketing Analyst	Director, Database Marketing	Vice President, Database Marketing
\$57,326 - \$89,050	\$90,100 - \$123,975	\$121,307 - \$205,055

CRM/Database Analyst – What is it?

Demand Generation starts with data. As marketers, we need to be able to understand what the data is telling us in order to continuously improve our marketing strategy. Some companies don't have a separate marketing database, choosing instead to use their CRM system. CRM and Database Analysts will oversee the customer and prospect database, provide data support to multiple different departments (sales, customer service/support, operations, etc.), and often assist with the direction of the campaigns.

Database Marketing Analyst

The Database Marketing analyst has 3-7 years of hands-on experience with a marketing database. Typically, their main focus is reviewing/analyzing data loaded into, and exported from, the marketing customer database. They are also very familiar with monitoring the quality of the data by building reports and performing checks of inputs and outputs, as well as pulling marketing lists for direct marketing campaigns. They generally have extensive experience in creating reports, dashboards, and analytics to generate business insights and drive concrete actions. In-depth experience with SQL and the Microsoft suite are necessary for this position.

Director, Database Marketing

The Director of Database Marketing has 7-10 years of experience and plays a similar strategic role as the Vice President of Database Marketing, but is usually more hands on. Qualified candidates are able to identify and target customer populations for direct marketing campaigns (email, mail, etc.), collect and analyze customer data, drive customer acquisition, and secure customer retention. In short, this position provides data-driven insight to help maximize the efficiency of the marketing strategy.

Vice President, Database Marketing

The VP of Database Marketing has 20+ years of experience in CRM, multi-channel marketing campaigns, database marketing, email marketing, digital marketing, data privacy, and demand generation. They lead the strategy behind multi-channel customer acquisition and retention initiatives. Because database marketing works so closely with sales, they need an in-depth understanding of the sales process. The VP of Database Marketing will lead teams ranging from 3 – 10 people, depending on the size of the company.

Digital Marketing



Digital Marketing Specialist	Manager, Digital Marketing	Director, Digital Marketing	VP, Digital Marketing
\$39,459 - \$65,196	\$57,331 - \$93,450	\$78,329 - \$122,940	\$110,743 - \$197,940

Digital Marketing – What Is It?

Digital Marketing refers to marketing that uses electronic devices such as personal computers, smart phones, cell phones, tablets, and game consoles to engage with an audience. Digital marketing applies technologies or platforms such as websites, e-mail, paid search, apps (classic and mobile), and social networks in order to promote or market their products/services. Digital marketing is often referred to as online marketing or internet marketing. The term digital marketing has grown in popularity over time.

Digital Marketing Specialist

The Digital Marketing Specialist has 1-3 years of experience and their primary responsibility is to build, grow, and optimize online marketing programs (SEM, display, and mobile) to drive day-to-day sales activity. The position assists in the development of online sales strategies and initiatives that emphasize sales growth, customer acquisition, and conversion rates. Qualified individuals will have proven SEO/SEM experience, experience managing PPC campaigns across Google, Yahoo, and Bing. They will also have a solid understanding of performance marketing, conversion, and online customer acquisition.

Digital Marketing Manager

The Digital Marketing Manager has 5-7 years of hands-on experience in the execution of digital marketing best practices, and is likely just getting started with the strategy side. Primary responsibilities include assisting with management of new website development (internally or through a vendor), providing input on the development of digital strategy, creating site requirement outlines, and managing project timelines. They also typically serve as the primary project lead through web discovery, web strategy, user personas, IA/UX, site navigation, wireframes, site design, web development, web analytics, and launch.

Director, Digital Marketing

The Director of Digital Marketing has 7-10 years of experience, and plays a similar strategic role as the VP of Digital Marketing. However, this individual will be more hands on and handle the management and day-to-day responsibility for the digital marketing team. Furthermore, a Director of Digital Marketing will implement new capabilities and related digital marketing strategies and tactics, including SMS and lifestyle marketing. They are also a key contributor to the development of email strategy including customer segmentation, targeting, contact cadence, template formats, and personalization with the goal of maximizing consumer engagement.

Vice President, Digital Marketing

The VP of Digital Marketing has 15+ years of experience and drives the vision, strategy, and execution of an organization's online presence. They're in charge of developing digital marketing strategy to achieve organizational goals and measurable results. Their responsibilities include building, maintaining, and advancing the company's website with a focus on high quality design, navigability, content, and optimization to improve user experience. Furthermore, a VP of Digital Marketing will develop the interactive strategy, as well as build and implement the presence on related digital platforms including social media, apps, mobile, and other emerging technologies.

SEO (Search Engine Optimization)



SEO Specialist	SEO Manager	SEO Director
\$35,500 - \$73,125	\$69,960 - \$94,222	\$91,745 - \$120,104

SEO – What Is It?

Search Engine Optimization, or SEO, attempts to improve a website's organic search rankings in SERPs (Search Engine Results Page, or the listing of web pages returned by a search engine in response to a keyword query) by increasing the website content's relevance to search terms. Search engines regularly update their algorithms to penalize poor quality sites that try to game their rankings, making optimization a highly competitive moving target.

SEO Specialist

An SEO Specialist has 1-3 years of experience and is responsible for the development and execution of Search Engine Optimization strategies and tactics. They combine extensive SEO experience with editorial knowledge, and must be able to show organizational skills and communicate results. They work with and train cross-functional teams (editorial, technical, project and product managers) to optimize site content in a search-friendly manner.

SEO Manager

SEO Managers typically have 3-5+ years of experience and an in-depth understanding of how the integration of blogs, expert content, subject matter experts, video, and other content forms affect the outcome of a particular execution. They will serve as a player/coach for many organizations because they're not far removed from the execution, while also assisting with the strategy.

SEO Director

The SEO director has 7-10+ years of experience and is heavily involved in managing all Search Engine Optimization and marketing efforts. These positions strategize all of the planning, optimizing, implementing, and analyzing organic marketing activities. SEO Directors typically operate on both a strategic and tactical level, touching all aspects of search marketing including keyword management, creation of campaign messaging, bidding strategies, creative testing, and analytics.

Paid Search/SEM



Paid Search/SEM Specialist	Paid Search/SEM Manager	Paid Search/SEM Director
\$35,901 - \$73,770	\$68,442 - \$97,492	\$96,142 - \$120,269

Paid Search – What Is It?

Search Engine Marketing, or SEM, is designed to increase a website's visibility in search engine results pages (SERPs). Search engines provide sponsored (paid) results and organic (non-sponsored) results based on a web searcher's query. Search engine marketing includes all of an advertiser's actions to make a website's listing more prominent for topical keywords.

Paid Search/SEM Specialist

A Paid Search Specialist has 1-3 years of experience and handles all of the day-to-day execution of Search Engine marketing. They'll identify opportunities for additional website traffic and use Google Analytics, along with other tools, to evaluate the effectiveness of search and display campaigns. Another important responsibility is to improve conversions and reduce bounce rates of PPC campaigns.

Paid Search/SEM Manager

A Paid Search Manager has 4+ years of experience and responsibilities that include developing PPC strategies and campaign efforts for new clients, providing keyword and competitive research, recommending and implementing specific account optimizations, and providing monthly reporting communications. The Paid Search Marketing Manager role requires an individual capable of building creative keyword strategies while analyzing and interpreting data.

Paid Search/SEM Director

The Director of Paid Search Marketing has about 7+ years of experience and has the ability to operate on both a strategic and tactical level, touching all aspects of the search marketing roadmap including vendor selection, systems recommendations, keyword management, bidding strategies, creative testing, and analytics. This position requires hands-on knowledge of SEM best practices and a proven track-record of delivering qualified traffic from both an acquisition and conversion standpoint. This role also requires a very analytical mindset and an individual that is consistently driven to optimize search marketing campaigns for maximum efficiency and effectiveness.

Social Media



Social Media Specialist	Social Media Manager	Social Media Director
\$30,300 - \$68,260	\$71,842 - \$93,948	\$94,770 - \$119,010

Social Media– What Is It?

Social Media Marketing is the process of gaining website traffic or attention through social media sites. Social media marketing programs usually center on efforts to create content that attracts attention and encourages readers to share it across their social networks. The resulting electronic word of mouth refers to any statement consumers share via the Internet (e.g., web sites, social networks, instant messages, news feeds) about an event, product, service, brand, or company. When the underlying message spreads from user to user and presumably resonates because it appears to come from a trusted, third-party source, as opposed to the brand or company itself, this form of marketing results in earned media rather than paid media.

Social Media Specialist

A Social Media Specialist has 1-3 years of experience and is involved in the day-to-day management of the organization's various social media accounts including Facebook, Twitter, LinkedIn, Google+, etc. A majority of their time will be spent producing creative, original content, as well as using data to make actionable recommendations in order to consistently improve the online presence. This could mean everything from live-tweeting at an event, posting pictures to Twitter or Facebook, or planning the editorial social media calendar.

Social Media Manager

Social Media Managers have 3-7 years of experience and provide expertise around developing and implementing a social media strategy. This includes creating content for blogs and social media accounts (Twitter, Facebook, Google+), managing the social media accounts and engaging with community, creating e-mail campaigns and digital newsletters, monitoring the online presence, and keeping up to date with trends and changes. Lastly, Social Media Managers will be familiar using tools like Google Analytics to measure the effectiveness of online initiatives

Social Media Director

The Director of Social Media has 7-10 years of experience and works in the intersection of Integrated Marketing Communications, Marketing/Digital Marketing, and Customer Marketing. Their main focus is overseeing all of the social media content creation, strategy, and customer engagement. Furthermore, they will work with the Digital Marketing team and CMO on ad-hoc social listening requests, and elevate any sensitive situations to management and the Customer Care Center.

Email Marketing

Email Marketing Specialist	Email Marketing Manager
\$36,550 - \$74,360	\$72,510 - \$105,050

Email Marketing— What Is It?

Depending on the organization, Email Marketing can be seen as very similar to Marketing Automation. Email marketers are very focused on increasing response rate, customer database segmentation, optimizing deliverability, and conducting A/B testing to improve efficiency. Typically, companies feel that B2B and B2C email marketing (mostly ecommerce) are two completely different skill sets.

Email Marketing Specialist

With 1-3 years of experience, an Email Marketing specialist is the individual who deploys emails and focuses on making those emails resonate with audiences to drive conversion. They create email messaging/nurture campaigns given to them by leadership. They typically have basic skills with HTML coding for email, an understanding of A/B testing, and experience with campaign optimization.

Email Marketing Manager

An Email Marketing Manager has 5-7 years of experience and most often is the player/coach for the organization. They have enough experience to assist with the message and deliverability strategy, but also handle much of the execution of such strategies. They also partner with the creative team to design email and communication templates. Email Marketing Managers establish best practices for the success of email marketing campaigns and analyze back-end data of email campaigns to make recommendations for enhancing their effectiveness.

Web Analytics

Web Analyst

\$39,120 - \$89,710

Web Analytics Manager

\$83,464 - \$101,805

Director, Web Analytics

\$97,670 - \$121,220

Web Analytics – What Is It?

Web Analytics is the discovery and communication of meaningful patterns in data. It's used in many areas of a business to measure the efficiency and effectiveness of various digital marketing efforts in order to maximize ROI. The primary responsibility of Web Analyst is to understand and create procedures on the management of data which will involve data analysis, web projects, data integrity, and web server security. A Web Analyst should know the interaction of web structures on the internet with users. Furthermore, a Web Analyst is responsible for the data collection of a website, which includes website visits, performance of web server, and the optimization of the conversion rate.

Web Analyst

A Web Analyst has 2-4 years of experience and assists with the execution of daily, weekly, and monthly reports to support the business. They also analyze and interpret data from a variety of sources including web analytics tools, email service providers, etc. Furthermore, they will need to provide insights, impact, and ROI of online marketing tactics, web site changes, events, and other key drivers of web visitor behavior. They will have experience working with analytics tools such as Adobe Analytics, Google Analytics, etc. Other skills such as general HTML/javascript, SQL, and other query language knowledge are a plus.

Manager, Web Analytics

Web Analytics Managers usually have 5+ years of experience and are responsible for site analytics, site testing, tagging and auditing, and enhancing the online experience (business case development, analytics, testing and measurement plans). They also provide a strategic point of view on how to grow and improve the organization's website, identifying and quantifying opportunities for improvement. The Web Analytics Manager maintains strong relationships across many functions including CRM, finance, IT, marketing, merchandising, and customer service to facilitate understanding and optimize the online experience.

Director, Web Analytics

The Director of Web Analytics has 10-15 years of experience and plays a key role in establishing the strategies, frameworks, and methodologies for consumer analytics. They also direct the execution of all related analyses. This person develops weekly and monthly reporting, creates performance management dashboards and models, and conducts ad-hoc analysis of key opportunities that drive the consumer audience modeling and forecasting for purposes of expectation and goal setting. This position partners with cross-functional business teams – including marketing, product management, development, SEO, and operations – to identify key consumer audience measurements/metrics and business levers. This person should have an in-depth understanding of web analytics methods and frameworks, tracking, and business information systems (Web Analytics software, Google Analytics, Omniture, etc.), as well as a solid working knowledge of software applications for data analysis and presentation (i.e. MS Access, Excel, PowerPoint, and SQL, etc.).

Marketing Leadership

S
M
L

Marketing Manager	Director, Marketing	Director, Marketing Communications
\$40,500 - \$55,667	\$97,080 - \$111,220	\$79,210 - \$85,320
\$54,356 - \$70,320	\$108,289 - \$125,667	\$82,424 - \$91,171
\$70,252 - \$85,150	\$120,050 - \$140,400	\$90,250 - \$98,442

Company size and annual revenues: | S = under \$250 million | M = \$250 million to \$1 billion | L = more than \$1 billion

Marketing Manager

Marketing Managers have 3-7 years of experience. More often than other titles in marketing, they have several different responsibilities. A Marketing Manager for a small company might be the equivalent to a Director of Marketing with a larger company. Some general responsibilities include the development and implementation of marketing programs which includes advertising, branding, design, communications, and more. They often handle initiatives such as SEO/SEM, social media, vendor management, content creation, sales support, event planning, etc.

Director, Marketing

The Director of Marketing has 7-12 years of experience and a main focus of supporting sales, business development, and research & development functions within the company. They also develop market strategies for the company to provide recommendations on growth opportunities in product portfolios, emerging markets, mergers & acquisitions, and/or new products/technologies. They also take a leadership approach on communicating brand vision and goals to the rest of the marketing team including account managers, SEO specialists, PPC specialists, copywriters, designers, brand managers, compliance specialists, etc.

Director, Marketing Communications

Reporting to the VP of Marketing or CMO, the Director of Communications ensures best-in-class delivery of brand messages both internally and externally through a variety of channels including print, online, social, and the website. Directors of Communication will manage Public Relations, media buying, and all marketing communication materials, including sales materials. To do this effectively, the role builds strong relationships and partners with all key stake holders within the company.

Marketing Leadership cont.

S
M
L

Director, E-Commerce	Vice President, Marketing	CMO
\$90,974 - \$103,110	\$97,392 - \$122,330	\$106,605 - \$178,440
\$100,120 - \$117,350	\$120,150 - \$148,667	\$175,375 - \$196,600
\$115,252 - \$131,500	\$145,210 - \$174,842	\$195,847 - \$214,746

Company size and annual revenues: | S = under \$250 million | M = \$250 million to \$1 billion | L = more than \$1 billion

Director, E-Commerce

E-Commerce leaders have 8+ years of experience and ultimate responsibility for financial targets generated through their company's website(s). This is done effectively through business planning, strategy, development, web analytics, and utilizing technology best practices. They work cross-functionally with a variety of teams including marketing, U/X, and information technology to best understand how customers interact with their company's product/services to drive desired results. They lead their teams and are well-versed in tactics like multivariate and A/B Testing, mobile promotions, lead nurturing, and cross channel promotions.

Vice President, Marketing

Outside of the largest corporations in the Twin Cities, most Vice Presidents of Marketing lead the marketing function for a company, similar to a CMO. Mid-sized to smaller companies generally elect to title their marketing leader Vice President unless they are a sales and marketing focused organization. When smaller firms rely heavily on marketing, you may occasionally see the CMO title. VP's of Marketing are part of the executive leadership team and drive overall branding, both internal and external communications, along with their online visibility. This typically requires 12+ years of experience and generally within a similar industry sector. Without specific industry experience, 15+ years of experience is usually required.

Chief Marketing Officer

The CMO typically has 20+ years of experience and sits on the executive leadership team. The CMO shapes the company's overall branding message, go-to-market strategy, marketing communications messaging, and is in charge of building the marketing team. A main focus of the CMO is to define and maintain marketing KPIs in conjunction with the rest of the business goals. Furthermore, CMO's are required to supervise and understand the organization's marketing funnel - from building the top of funnel to sign up, on-boarding, and ongoing customer engagement.

Additional Resources



2015's Most In-Demand Digital Marketing Careers – Digital Marketing Manager

“In my 2015’s Most In-Demand Digital Marketing Careers blog series, I wanted to discuss a highly evolutionary role that is often particularly difficult to define. The role of Digital Marketing Manager. It’s in very high-demand, and is particularly interesting due to the varied meanings of the title.” [Read the full post here!](#)

– Laura King, Sr. Digital Marketing Recruiter, Versique



Working With Recruiters: 6 Tips for Job Seekers and Hiring Managers

“As an executive search professional, I frequently receive calls from employees looking to make a career change, as well as employers looking for assistance with hiring needs. Whichever side you’re on, approaching a recruiter with relevant information and preplanning will make the initial connection much more impactful.” [Read the full post here!](#)

- Joe Reardon, Managing Director, Versique

For more marketing career insight, read more of our Digital Marketing team’s blogs on the Versique website!

- **2015’s Most In-Demand Digital Marketing Careers – Demand Generation Leaders**
- **Sales vs. Marketing: Who’d Win in a Fight?**
- **Einstein Was Onto Something: Science Meets Content Marketing**

Talent and Job Search Resources

Contact Our Digital Marketing Team

Call today to find a new opportunity, or start the search for your team's top marketing talent!

info@versique.com
952-935-2000

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About Versique

Versique is one of the largest talent acquisition firms in the Midwest, and specializes in both consulting and permanent placement services. The firm's team has more than 350 years of combined experience, and has filled more than 300 positions in Minnesota in the last year.

The Versique brand represents a powerful combination of "versatile" and "unique" as it hints at the concept of "search" in its pronunciation: ver-seek. The firm specializes in the following practice areas: information technology, human resources, digital marketing, engineering/operations, finance/accounting, sales, CPG (consumer packaged goods), and executive retained search. Versique also has an internal digital marketing agency that specializes in SEO, PPC, inbound marketing, and more. Versique has filled thousands of positions and its network of connections is one of the strongest in the industry.

Types of Positions Filled:

- Chief Marketing Officer (CMO)
- Vice President of Marketing
- Director of Marketing
- Marketing Manager
- Director of Brand Strategy
- Product Marketing Manager
- Marketing Communications
- Marketing Automation
- Demand Generation Manager
- Digital Marketing Manager
- Interactive Marketing Director
- Database Marketing Manager
- Market Research
- Analytics