



# Career Guide for Marketing Professionals

# It's a great time to be a marketing professional.

The pandemic had a considerable—and mostly positive—impact on marketing and creative roles. As we've all changed the ways we live and work over the past few years, we've also seen changes in the ways brands interact with us. With this evolution comes an increased need for highly skilled marketing and creative talent that can help companies reach their intended audiences and drive future growth. In fact, we're seeing a steady rise in the demand for top marketing and creative professionals as most organizations expect to increase hires and expand these departments.

Whether you're taking the first step or the next step in your marketing journey, we've got the facts you need to make more informed career decisions.

## **Just starting a career in marketing? This career guide is for you.**

Use the information presented here to discover which kinds of jobs are available, as well as the education, experience, and skills you need to excel.

## **Already have an established career? This career guide is for you.**

Check out our most recent salary data, as well as the latest insights on what you can do to accelerate your career growth.



## Marketing Employment Outlook



Employment of advertising, promotions, and marketing managers is projected to grow **10%** from 2020 to 2030.

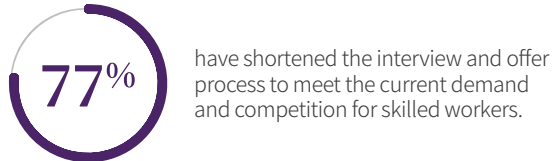
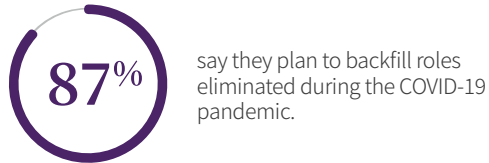


**~31,100** openings for advertising, promotions, and marketing managers are projected each year, on average.

<https://www.bls.gov/ooh/management/advertising-promotions-and-marketing-managers.htm>

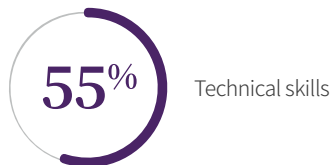
## Your Talent is in Demand

In our 2022 Compensation & Workforce Trends Survey, employers told us that marketing departments are hiring—and hiring quickly.



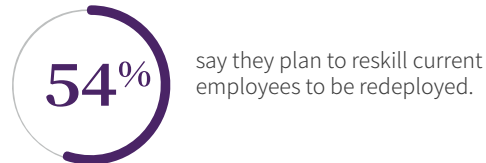
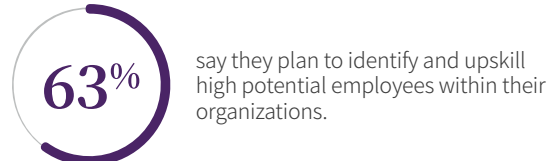
## Which Skills Should You Highlight?

Since the pandemic, marketing departments have found it increasingly difficult to find candidates with the following skills, so consider highlighting these on your job applications.



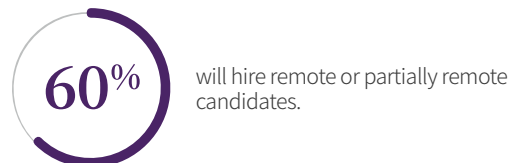
## Should You Stay or Should You Go?

Yes, there are job openings out there, but your current employer may also give you an opportunity to learn new skills and, in turn, earn a promotion.



## Get Ready to Negotiate

Of course, salary is important (we'll get to that later), but today's hiring managers are willing to discuss flexible or remote work arrangements, as well as bonuses to get the candidates they want.



## 2022 Compensation & Workforce Trends Survey Methodology

LHH Recruitment Solutions in partnership with Allison+Partners surveyed 1,405 hiring decision makers in the U.S. The survey was hosted in Qualtrics and panel was sourced from Lucid and Curren Fielding Solutions. Fielding was conducted in late 2021.



## ▶ Marketing Careers

The competition for skilled marketing and creative talent is as fierce as ever. In fact, in our 2022 Salary Guide, marketing and creative roles saw the largest increase in salaries year over year. To help you understand the roles in high demand and the expectations for those roles, take a look at the following job descriptions and salary data for key positions in marketing and creative.

# Marketing Manager

Marketing Managers are responsible for developing, implementing, and executing strategic marketing plans for an entire organization (or lines of business and brands within an organization) in order to attract potential customers and retain existing ones.

They must be great business leaders as well as great marketing leaders. That's because they are responsible for working with executives to determine budgets and targets, and they are often charged with developing pricing strategies for products and services.

While the marketing department looks to Marketing Managers for guidance and direction, executives count on them for profitability and results. They generally work in corporate environments as part of a larger marketing, creative, communications or digital team. As part of an organization, they play a critical role in aligning creative direction with the company's strategic goals.

## Education Requirements

- Come from a variety of academic backgrounds, including marketing, communication, business, and other fields.
- Bachelor's degree.
- Some companies require their marketing managers to have a master's degree.
- 7 years of experience.

## Essential Skills

- Intimate understanding of traditional and emerging marketing channels.
- Excellent communication skills.
- Ability to think creatively and innovatively.
- Budget-management skills and proficiency.
- Professional judgment and discretion that comes from years of experience in the field.
- Analytical skills to forecast and identify trends and challenges.
- Familiarity with the latest trends, technologies and methodologies in graphic design, web design, production, etc.

## Roles & Responsibilities

- Oversee all marketing campaigns for their company or department.
- Implement strategy.
- Promote a business, product, or service.
- Ensure the company is communicating the right messaging to attract prospective customers and retain existing ones.
- Represent the marketing team to cross-functional groups including product management, sales, or customer support.
- Updating senior leadership on the progress of marketing activities and reporting on the results of campaigns.

## Day-to-Day Duties

- Manage and coordinate marketing and creative staff.
- Lead market research efforts to uncover the viability of current and existing products/services.
- Collaborate with media organizations and advertising agencies.
- Brainstorm ideas for new campaigns.
- Coordinate with the sales team and other departments to produce effective strategies.
- Monitor current campaigns, ensuring their staff meets deadlines and complete necessary tasks.
- Analyze data to evaluate the success of their marketing efforts and come up with new ideas to improve brand marketing and exposure.



### Marketing Manager

Base Salary Average: **0-2 years: \$64,777, 3-10 years: \$90,176, 10+ years: \$130,654**

# Brand Manager

Brand Managers are responsible for ensuring that the products, services and product lines that fall under their domain resonate with current and potential customers. To do so, these professionals continuously monitor marketing trends and keep a close eye on competitive products in the marketplace. They also regularly meet with clients and senior management, and they oversee a team of junior marketers.

Working under Marketing Managers or CMOs, Brand Managers serve as the point-person for developing, implementing, and executing marketing initiatives and activities for their particular brand. These initiatives and activities include campaigns (print, web, social media, broadcast, etc.), events, corporate responsibility programs and sponsorships.

## Education Requirements

- Bachelor's degree programs in marketing or in business with a concentration in marketing.
- Expert knowledge about marketing and related subjects (advertising, market research, consumer behavior, marketing analytics) culled from years of hands-on experience in the industry and in the marketing field.
- Three years' experience is often required.

## Essential Skills

- Business savvy.
- Ability to multitask.
- Excellent written and verbal communication skills.
- Strong research and analytical skills.
- Comfort with CRM software.
- In-depth understanding of the company's current products and future concepts.
- A willingness to listen.
- Ability to think creatively and innovatively.
- Budget-management skills and proficiency.
- Professional judgment and discretion that comes from years of experience in the field.
- Analytical skills to forecast and identify trends and challenges.
- Familiarity with the latest trends, technologies and methodologies in graphic design, web design, production, etc.

## Roles & Responsibilities

- Manage and develop P&L and driving market growth.
- Maintain a company or individual's public image through the implementation of marketing initiatives.
- Make decisions about the cost of branding and analyzing trends in customer spending.
- Build relationships with influencers, journalists and media outlets.
- Oversee social media accounts and ensure brand consistency.

## Day-to-Day Duties

- Communicate with company executives, marketing personnel and public figures.
- Complete research into industry trends and public perception.
- Aid in the creation of marketing and advertising campaigns to strengthen the client's brand identity.
- Develop custom marketing and advertising strategies.
- Create designs and layouts for media outlets.
- Write pitches, blog posts and articles.
- Conduct meetings with clients.
- Oversee marketing staff.



## Brand Manager

Base Salary by Experience: **0-2 years: \$87,883,**  
**3-10 years: \$126,031, 10+ years: \$156,062**





## Account Executive

An Account Executive serves as the client's voice when developing and executing advertising campaigns. They help ensure the efforts of various team members (graphic designers, web designers, creative directors, project managers, SEO specialists, copywriters, etc.) and components (print, web, broadcast, social, etc.) align with the client's goals. They are responsible for developing new client relationships and maintaining existing ones.

Regardless of the environment, an Account Executive's primary role is to act as a liaison between the agency and its clients. They meet client demands and expectations while ensuring their internal teams are prepared to execute accordingly. If up for the challenge, an Account Executive career can be lucrative and rewarding, with ample opportunities to travel and meet new people.

In addition, as part of an agency, Account Executives can take advantage of the opportunity to learn more about the marketing and creative functions. They can even tap into their co-workers' skills and experiences to expand their own capabilities.

### Education Requirements

- Undergraduate degree in business administration, communications, marketing, or a related field.
- Master's degree in business or marketing for career advancement.

### Essential Skills

- Communication Skills.
- High Empathy.
- Organization.
- Problem Solving.
- Negotiation.
- Determination.
- Goal-oriented.
- Presentation Skills.

### Roles & Responsibilities

- Work directly with clients to learn their goals and establish how the company can meet them.
- Find leads.
- Close sales.
- Support existing clients.
- Formulate sales strategies.
- Communicate product value to clients.

### Day-to-Day Duties

- Regularly meet quotas, goals and other forms of client expectations.
- Help clients understand the limits of their budget or resources.
- Consistently meet project deadlines.
- Meet with other executive to discuss a clients' project goals, progress and outcomes.
- Develop budgets and timelines for clients.
- Coordinate teams to meet project milestones.
- Assemble new teams to meet clients' or businesses' goals.



### Account Executive

Base Salary by Experience: **0-2 years: \$45,333, 3-10 years: \$67,985, 10+ years: \$107,608**



# Agency Account Coordinator

An “Account Coordinator” is an entry-level job in the account services department of a marketing agency. Agency Account Coordinators provide administrative and customer service support to account executives, media planners and client services managers.

They assist in the day-to-day administration of marketing, public relations, and advertising initiatives to attract potential customers and retain existing ones for the agency’s clients. This includes maintaining a high level of awareness with client activities, detail-oriented program and project management and professional communication with key client contacts as needed. Agency Account Coordinators work at full-service agencies, which offer a wide range of advertising and creative services:

- Media agencies, which focus on advertising.
- Digital agencies, which specialize in online and social marketing.
- Direct mail and direct marketing agencies.

## Education Requirements

- Bachelor’s degree in Marketing, Advertising, Public Relations, Business Administration or a related field.
- One year of experience in the field.

## Essential Skills

- Problem solving skills to help clients who may experience issues.
- Ability to think creatively.
- Strong organizational and multitasking skills.
- A strong business administration background.
- Excellent written and verbal communications.

## Roles & Responsibilities

- Maintain client accounts.
- Work with internal sales and marketing teams.
- Manage account budgets.
- Prepare account service-related documents such as meeting agendas, meeting reports, proposals and other client communications and correspondence.
- Know their clients and their industries.
- Develop and maintain a working-level understanding of assigned client’s industries, company culture, products/services and strategic communication plan.
- Proactively communicate with clients on a daily basis in a professional, efficient manner.
- Attend to the needs of the client and continually seek ways to add value to the client-agency relationship.

## Day-to-Day Duties

- Communicate with clients.
- Participate in and document discussions during client meetings and conference calls.
- Review and compose correspondence.
- Review vendor quotes.
- Verify production specs.
- Create and/or provide feedback on project estimates and timelines.
- Field and process internal information requests.
- Assist with mailings.



## Agency Account Coordinator

Base Salary by Experience: **0-2 years: \$44,172, 3-10 years: \$56,640, 10+ years: \$67,985**

# Account Planner

The Account Planner's role is quite different from that of the other members of the team. A good Account Planner will be a strategic, critical thinker and researcher who is more in tune with the consumer than the client.

In short, account coordinators, executives and managers know what the client wants (or needs) and Account Planners know what the consumer wants. They drive the strategic direction of each campaign, and ensure the creative work not only fits the brand but is also strategically focused. The Account Planner is a key role, but many agencies place the burdens of account planning on the account manager or director.

## Education Requirements

- Bachelor's degree in advertising, business, marketing, or a similar field.
- Extensive experience in the ad and marketing industry.
- May have worked a supervisory role.

## Essential Skills

- Creative and able to think around problems.
- A rigorous and logical thinker.
- Strong presentation skills.
- Excellent written and spoken communication skills.
- Able to work as part of a team.
- Good memory for facts and figures.
- Good meeting deadlines.

## Roles & Responsibilities

- Gain a comprehensive context for advertising strategies by analyzing a wide range of information in great detail, including demographics, socioeconomics and the market for the client's product and market share.
- Drive the overall strategic direction of creative campaigns.
- Ensure that the creative team's work is focused strategically and is within brand guidelines.
- Guide production planning activities ranging from developing and revising production schedules, forecasting trends and customer demand, and managing logistics.
- Redesign website and direct all online advertising efforts including paid search, SEO, blogs and data feeds.

## Day-to-Day Duties

- Commission research from outside organizations to inform advertising strategies.
- Run qualitative research groups; use a variety of market research data to monitor cultural and social trends and their impact on consumers' attitudes, behaviors and perceptions.
- Provide the creative team with a clearly defined brief that contains concise information on the product, audience and strategy so that they can develop creative ideas applicable to the media channels that will promote the idea most effectively.
- Set the communication strategy for advertising campaigns.
- Develop, manage, and analyze research projects.



### Account Planner

Base Salary by Experience: **0-2 years: \$52,681,**  
**3-10 years: \$68,555, 10+ years: \$88,399**





# Communications Manager

The Communications Manager job is a mid-level, management role for someone with at least 7 years of experience in the field. Communications Managers create, implement, and oversee communications programs, be it internal or external, that effectively describe and promote the organization and its products.

This role provides supervision and direction to staff and often works in conjunction with the marketing department. They typically report to the head of a unit/department.

## Education Requirements

- Bachelor's degree in English, Journalism, Marketing or Communications.
- Extensive experience and judgment to plan and accomplish goals.

## Essential Skills

- A confident communicator and presenter.
- Strong writing, editing, proofreading, layout and design, professional printing/publishing skills are essential, including ability to present concepts verbally.
- Excellent organizational and planning skills.
- Superior project management and time management skills.
- A wide degree of creativity and latitude.
- Strong knowledge and understanding of current trends in digital media/social media.
- Self-motivated with a positive and professional approach to management.

## Roles & Responsibilities

- Oversee all internal and external communications for a company, ensuring its message is consistent and engaging.
- RFP review and development.
- Marketing budget development and cost tracking.
- Develop and implement effective communication strategies that build customer loyalty programs, brand awareness, and customer satisfaction.
- Plan and manage the design, content, and production of all marketing materials.
- Lead the marketing and public relations staff.

## Day-to-Day Duties

- Preparation of presentations and/or speeches geared toward employees.
- Creation and development of:
  - Print and online advertising.
  - E-mail marketing.
  - Web site management and content development.
  - Press releases, bylined articles, white papers.
  - Corporate videos and marketing collateral.
- Work with different marketing departments to generate new ideas and strategies.



## Communications Manager

Base Salary by Experience: **0-2 years: \$75,188,**  
**3-10 years: \$98,266, 10+ years: \$121,417**

# Public Relations Manager

The Public Relations Manager is a mid-level management role for someone with 6-8 years of experience in the field. Public Relations Managers create and maintain a favorable public image for their employer or client by communicating programs, accomplishments and/or points of view. They typically report to the head of a unit/department.

These professionals are tasked with fielding media questions and pitching stories to the media, preparing media kits and organizing press conferences. They also release information to counter negative publicity and handle crisis and emergency communications.

## Education Requirements

- Bachelor's degree in Public Relations, Journalism, English, Communications or Marketing with a PR or Advertising concentration.

## Essential Skills

- A confident communicator and presenter.
- Excellent verbal and written communication skills.
- Excellent organizational and planning skills.
- Have a full understanding of media needs and media relationships.
- Be proactive, reliable, responsible, and accurate with an attention to detail.
- The ability to keep information confidential.
- Tactical understanding of all primary social media platforms.
- Ability to work in high-stress environments, often for long hours.
- A wide degree of creativity and latitude.
- Self-motivated with a positive and professional approach to management.

## Roles & Responsibilities

- Field media questions.
- Pitch stories to the media.
- Prepare media kits.
- Organize press conferences.
- Hire and manage freelance copywriters, graphic designers and others.
- Manage the public relation's department budget.
- Engage in dialogue and interact with both internal business leaders and executives as well as the broader constituents affected by a company's product and policies.

## Day-to-Day Duties

- Help clarify their organization's point of view to its main audience through media press releases and interviews.
- Write speeches for organizational leaders.
- Develop advertising and marketing communications material.
- Prepare articles for corporate newsletters.
- Oversee full-time employees.
- Monitor social, economic, and political trends that might affect their organization.
- Recommend ways to enhance the firm's image on the basis of trends.



## Public Relations Manager

Base Salary by Experience:

**0-2 years: \$70,528, 3-10 years: \$83,260, 10+ years: \$114,427**



# Project Manager

Project Managers are the glue that helps keep projects — and people — together. They are responsible for planning, organizing, managing, and executing projects from beginning to end. The project scope can vary from single pieces of collateral to multifaceted, multichannel marketing campaigns.

These professionals commonly work under the direction of Brand Managers or Creative Directors from whom they collect project information — deadlines, objectives, budgets, etc. They also assign individuals or entire teams to tasks within the project, while creating and managing detailed schedules throughout the duration of the project. In some instances, Project Managers are responsible for budget management, as they are given a specific amount of money to work with and must complete the project in accordance with the stated budget.

## Education Requirements

- Some businesses require formal education, while others prefer those with hands-on experience within their industry.

## Essential Skills

- Expert organizational skills.
- Strong ability to multitask.
- Outstanding communication skills.
- Knowledge of project management processes, workflow and terminology.
- Ability to function well in a fast paced (sometimes chaotic) environment under tight deadlines.

## Roles & Responsibilities

- Create long- and short-term plans, including setting targets for milestones and adhering to deadlines.
- Delegate tasks on the project to employees best positioned to complete them.
- Make effective decisions when presented with multiple options for how to progress with the project.
- Serve as a point of contact for teams when multiple units are assigned to the same project to ensure team actions remain in synergy.
- Communicating with executives or the board to keep the project aligned with their goals.
- Perform quality control on the project throughout development to maintain the standards expected.
- Adjust schedules and targets on the project as needs or financing for the project change.

## Day-to-Day Duties

- Gather requirements, deliverables, and timeframes from stakeholders.
- Agree on priorities with clients.
- Plan resources.
- Create project plans.
- Communicate key milestones.
- Communicate the project plan internally and with the client.
- Produce reports for management (e.g., performance metrics).
- Communicate frequently with sponsors and stakeholders.
- Know the team's strengths and weaknesses, together and individually.
- Plan around the team's skills to ensure end success.
- Adhere to the critical path and have a plan to mitigate issues that invariably arise.



## Project Manager

Base Salary by Experience:

**0-2 years: \$69,089, 3-10 years: \$86,699,  
10+ years: \$113,300**

# Graphic Designer

Graphic Designers work with other members of their marketing and creative departments to visually convey a particular message, idea or concept. They rely on their knowledge and proficiency with current graphic design programs to produce graphic art and visual materials for promotions, advertisements, websites, films, packaging, and other mediums.

## There are three types of Graphic Designers:

### In-House Graphic Designer:

- Working in a company's marketing or creative department, they often serve as the only designers in the department.

### Agency Graphic Designer:

- Part of an organization dedicated specifically to marketing and creative solutions.

### Freelance Graphic Designer:

- You can be your own boss, set your own schedule and pursue your own projects. But it will be up to you to secure clients, funding, and advertising, and you won't be able to lean on your colleagues for inspiration, suggestions or support.

## Education Requirements

- Bachelor of Fine Arts degree in graphic design
- OR a degree or certificate from an accredited college or university.
- Must stay abreast of the latest tools and software in order to produce the best work possible.

## Essential Skills

- Adobe InDesign.
- CorelDRAW.
- QuarkXPress.
- Adobe Illustrator.
- Adobe Photoshop.
- Adobe Dreamweaver.
- Ability to work with programming scripts, including XML and HTML.
- Understanding of the printing process and specifications.
- Familiarity with production and rendering methods, including drawing, offset printing, photography, interactive media.
- Creative thinking skills.

## Roles & Responsibilities

- Create visual concepts to communicate information.
- Work with other creative team members to produce content.
- Create guidelines for how logos and other branding materials should be displayed and used.
- Help make design choices (e.g., fonts and colors) for all content the company uses.

## Day-to-Day Duties

- Create aesthetically pleasing images that accompany written text.
- Create everything from posters and billboards to packaging, logos and marketing materials.
- Use elements such as shapes, colors, typography, images and more to convey ideas to an audience.
- Meet with clients to establish their needs.
- Use design software to complete projects.
- Revise projects based on client feedback.



### Graphic Designer

Base Salary by Experience: **0-2 years: \$51,019, 3-10 years: \$69,089, 10+ years: \$95,661**

### Senior Graphic Designer

Base Salary by Experience: **0-2 years: \$63,774, 3-10 years: \$79,718, 10+ years: \$100,976**



# SEO Specialist

The mission of an SEO (Search Engine Optimization) Specialist is to maximize the volume of inbound organic traffic from search engines to a website. This is accomplished through a combination of on-page and off-page techniques, including link-building, social media strategy, viral marketing, metadata sculpting, site speed optimization, content strategy, information architecture, and more.

As a result of the daily changes in the search algorithms of Google, Bing, Yahoo, and other leaders in search, an SEO expert works in a dynamic environment that requires them to be continually learning, fine-tuning their skills, and experimenting to discover how the industry is shifting.

## Education Requirements

- No college program exists to train an SEO Specialist.
- Break into the positions through experience, success, research, and trial and error.

## Essential Skills

- Experience with Google and Bing's services, including Analytics and Webmaster Tools.
- Experience with Google's Keyword Tool.
- A functional understanding of HTML and CSS.
- The ability to work with back-end SEO elements such as .htaccess, robots.txt, metadata, site speed optimization, and related skills.
- Proven success in link building and viral strategies.
- The ability to deploy an effective local and long-tail search strategy.
- A deep understanding of mobile strategy and how it relates to SEO.
- A solid grasp of how blogging, press releases, social media, and related strategies go together with SEO.
- Experience in building inbound organic search traffic and improving SERPs.
- A background in creating reports showing web analytics data and site evaluations.
- An up to date, working knowledge of current, past, and projected trends in the SEO industry.
- Familiarity with the best tools in the trade.

## Roles & Responsibilities

- Develop optimization strategies that increase the company's website search engine results rankings.
- Execute tests, collect, and analyze data and results, identify trends and insights in order to achieve maximum ROI.
- Manage the expenses of SEO campaigns, staying on budget, estimating monthly costs and reconciling differences.
- Work with editorial and marketing teams to drive SEO in content creation and content marketing.
- Research and implement search engine optimization recommendations.
- Create and execute link building strategy.
- Determine measurable goals that demonstrate improvement in marketing efforts.
- Write compelling and high-quality website content, including blog posts and page descriptions to improve website search results.

## Day-to-Day Duties

- Conduct page optimization for search engine marketing.
- Monitor daily performance metrics with SEO tools such as Google analytics to understand SEO strategy performance.
- Collaborate with others within the marketing department to manage SEO strategy.
- Perform ongoing keyword research, discovery, and optimization for new SEO keywords to use throughout the company website and marketing materials.
- Closely collaborate with web development team to ensure SEO best practices are properly followed throughout website content.
- Change website architecture, content, linking and other factors to improve SEO positions for target keywords.



## SEO Specialist

Base Salary by Experience:

**0-2 years: \$69,089, 3-10 years: \$90,157, 10+ years: \$124,829**



## Web Designer

Web Designers are responsible for creating websites that engage current and potential customers to enhance a company's online presence. They coordinate with other members of their teams, including copywriters and graphic designers, to conceptualize web pages to most effectively organize, convey and present both word- and graphic-based content.

A Web Designer is responsible for designing the overall layout and aesthetic for websites. They need to work closely with each customer so they can translate the customer's thoughts into a visually appealing design. They are also responsible for turning that design into a functional site and uploading it to a web server.

### There are three types of Web Designers:

#### In-House Web Designer:

- Works for a specific company as part of their marketing department.

#### Agency Web Designer:

- Work surrounded by people who think as creatively as you do and design for a wide range of companies and industries.

#### Freelance Web Designer:

- In addition to all of the responsibilities of a web designer, you will also take on all of the responsibilities of a contract employee.

### Education Requirements

- A degree is not mandatory.
- Many companies look for candidates with backgrounds in design.

### Essential Skills

- Strong communication abilities to interact with colleagues and clients.
- Excellent eye for design and intimate understanding of design elements.
- Proficiency in Adobe Dreamweaver and other web design programs.
- Ability to write in a variety of computer languages, such as HTML or Java.
- CSS, HTML, PHP and Java coding skills.
- Basic database administration skills for MySQL, Access and SQL.
- Expert-level understanding of Flash and ActionScript for programming.
- Familiarity with SEO principles.
- Excellent multimedia content development abilities.

### Roles & Responsibilities

- Code the site's navigation.
- Fix any functionality issues, including the removal of "dead links".
- Update the site.
- Maintain the appearance of websites by enforcing content standards.
- Work with different content management systems.

### Day-to-Day Duties

- Create a suitable color scheme or incorporate the client's color scheme into the design.
- Design buttons and other controls for the site.
- Create mock-ups of the site for the client's approval.
- Make backup files of the site.
- Conceptualize creative ideas with clients.
- Design sample pages including colors and fonts.



### Web Designer

Base Salary by Experience: **0-2 years: \$52,358, 3-10 years: \$76,398, 10+ years: \$95,657**



# Creative Director

A Creative Director plays an essential role in the marketing, creative, communications and digital departments. They are responsible for leading their team, developing creative guidelines and directing creative work, including print collateral, websites, email campaigns, television and radio advertising, and many related tasks. These professionals often report directly to CMOs and other directors, and they rely on extensive experience and professional judgment to plan and executive projects.

A Creative Director must be a great leader with the ability to maximize the talents of their teams. Doing so means being a coach, a teacher, an instructor, and a critic all at once. They work with copywriters, graphic designers, web designers, account managers, brand managers and other marketers daily.

## Education Requirements

- Hail from all backgrounds, with degrees in art, graphic design, marketing, communications, journalism and other fields.
- A foundation of hands-on, applicable experience.

## Essential Skills

- An intimate understanding of design, copy and web best practices/guidelines.
- Experience with a variety of software, including Photoshop, InDesign, Flash, etc.
- Excellent leadership skills.
- Excellent communication skills.
- A strong understanding of brand development and multichannel marketing concepts.
- Comfort interacting with clients and internal staff alike.
- Strong persuasive skills.

## Roles & Responsibilities

- Oversee the design layout and visual impact of marketing materials, products or publications.
- Lead a team of creative professionals.
- Meet with company executives to determine visual needs for packaging or advertisements.
- Coordinate with freelance professionals and manufacturers to complete projects.

## Day-to-Day Duties

- Plan and oversee the development of company advertisements.
- Head brand campaigns, including submitting ideas for projects and overseeing the development of all creative content.
- Supervise all work completed by the creative department.
- Work with executives and other creative leaders to set project deadlines and content goals.
- Present project information, including deadlines and budgets, to executives and clients.
- Recruit and train team leads and managers.
- Oversee the creative budget.



### Creative Director

Base Salary by Experience: **0-2 years: \$99,422,**  
**3-10 years: \$130,395, 10+ years: \$221,949**



# Chief Marketing Officer

A Chief Marketing Officer is responsible for overseeing the planning, development and execution of an organization's marketing and advertising initiatives. They play a vital role in a company's growth and have important responsibilities that range from creative influence to business strategy. Reporting directly to the chief executive officer, the Chief Marketing Officer's primary responsibility is to generate revenue by increasing sales through successful marketing for the entire organization, using market research, pricing, product marketing, marketing communications, advertising and public relations.

In many cases, this role is expanded to include sales management, new business development, product development, distribution channel management and customer service. A Chief Marketing Officer also ensures the organization's message is distributed across channels and to targeted audiences to meet sales objectives. Today, this means seeking out new ways to deliver messaging, such as mobile platforms, video, and social media.

## Education Requirements

- Bachelor's degree.
- An advanced degree in marketing or business (MBA) is preferred.
- Most CMOs have approximately 10 years of well-rounded marketing or business development experience in positions of increasing responsibility- with a focus on marketing expansion.
- Three to five years of experience in a leadership role.

## Essential Skills

- Superb analytical skills.
- Demonstrated ability to lead and inspire a team.
- Outstanding communication and interpersonal skills.
- Flexibility.
- Passionate customer advocacy.
- Thorough knowledge of marketing principles, brand, product, and service management.
- Deep understanding of changing market dynamics.
- Extensive knowledge in a variety of disciplines such as production, information technology, legal and finance.
- Entrepreneurial spirit.

## Roles & Responsibilities

- Oversee a company's overall advertising and sales strategy.
- Drive revenue by increasing sales through marketing activities.
- Develop the structure of the business's marketing department.
- Negotiate advertising contacts.
- Approve marketing campaign ideas.
- Coordinate marketing efforts with the company's financial and branding goals.

## Day-to-Day Duties

- Plan, direct and coordinate marketing budgets in accordance with organizational goals.
- Plan campaigns with coupons, giveaways, or contests to bring attention to and create interest in one of the organization's products or services.
- Undertake market research studies and analyze the results to better understand the market and customer tastes.
- Use research to identify likely customers for a product or service and then develop a pricing strategy that will induce them to purchase the product or service.
- Market research, pricing, product marketing, marketing communications, advertising and public relations.



## Chief Marketing Officer

Base Salary by Experience:

**0-2 years: \$155,152,**

**3-10 years: \$246,781,**

**10+ years: \$410,381**





## Benefits of Working with a Recruiter

Recruiters can be your best friends in your job search. Not only do they have a finger on the pulse of the industry, but they know what types of candidates hiring companies are looking for. They also know what it takes to get noticed in today's competitive job market. These are all important advantages for marketing professionals who are looking for the next great opportunity.

The skills gap in the industry is fueling competition among employers, which means greater opportunities for candidates. Generous bonuses and greater professional development opportunities are more commonplace—all of this makes working with a recruiter is more valuable than ever.

### Employers are outsourcing hiring

Reviewing resumes and screening candidates is time-consuming, and the cost of making a bad hire can cost hundreds of thousands of dollars. That's why more employers are trusting third-party recruiters to take care of their hiring. The initial interviewing and screening allow hiring managers to focus on their other priorities. Hiring managers are then exposed to only the most qualified candidates.

This means many of the best positions aren't found on a job board or a company's careers page. These positions are often only revealed when working with a recruiter. Specifically, by working with a recruiter who specializes in marketing positions. Unless you're working with a well-connected recruiter, you might miss out on your dream job.

### Recruiters know what employers want

Yes, there are career opportunities made possible by the skills gap, but employers still spend time, attention, and resources to avoid costly hiring mistakes. While presenting yourself as the ideal candidate, you may unknowingly sabotage yourself.

A recruiter can work with you to determine in which areas you excel. Recruiters also know how to clean up any areas that need a little polishing. They can coach you before your interviews and get you feedback from interviews that you may otherwise not be privy to. This way, you'll know what the employer thinks you did well or where you fell short. This insight can be invaluable as it can help you avoid making the same mistakes in the next interview or how to adjust before you accept an offer.

### Using a recruiter is a better use of your time

Job searching alone is time-consuming, particularly if you're currently working. On your own, you may be able to apply and talk to three companies a week. Working with a recruiter, you could reach ten times as many employers in the same amount of time. Since that's their full-time job, recruiters work 40+ hours a week to get candidates hired. It will save you time and as a candidate, it costs nothing. That's a pretty good return on investment.

### Negotiate a higher salary, as well as better benefits and perks

While we are all for initiatives that reward loyalty, it must be said that switching jobs typically means a big boost in pay. If you've been with your current employer for a while, you've probably been receiving cost of living adjustments and promotions amounting to three to ten percent per year. But when you switch jobs, you could be looking at up to a 15 percent increase or more. If you're not up to date on current salary ranges and bonuses, you could end up leaving money on the table. A recruiter, on the other hand, is keenly aware of the going rate for your skill set and experience and can help negotiate to make sure you're paid what you are worth.

With the demand for talent outpacing supply, especially for skilled marketing talent, candidates have a real opportunity to benefit from higher salaries and other perks. Working with an experienced, connected recruiter can help you take advantage of this job market by connecting you to excellent opportunities and competitive pay in far less time than it would take to conduct a job search on your own. LHH is plugged in to the marketing world and has offices all over the country, with recruiters specializing in your market. Contact your local office to get connected to a recruiter today!

## About LHH

At LHH, we exist to help people, teams and organizations find and prepare for what's next. Our end-to-end HR solutions future-proof organizations and careers all over the world. Through Advisory, Career Transition & Mobility, Insights, Learning & Development and Recruitment Solutions, we enable transformation, and our job is never done because there's always another tomorrow to prepare for.

We make a difference to everyone we work with, and we do it with local expertise, backed by a global infrastructure and industry-leading technology. LHH's over 8,000 colleagues and coaches span 66 countries worldwide, working with more than 15,000 organizations, a majority of Fortune Global 500, and nearly 500,000 candidates each year. Together we address needs across the entire talent journey, helping organizations build their capabilities and individuals build brighter futures. There is a world of opportunity out there. Let's get to work.

LHH is a part of the Adecco Group, the world's leading talent advisory and solutions company, headquartered in Zurich Switzerland.

**Use our connections and our experience to advance your marketing career.  
To learn more, please visit [lhh.com](https://lhh.com)**