

ANA | 2020 MARKETING JOB TRENDS AND SALARIES

Did you know that nearly half of professionals surveyed by Robert Half, parent company of The Creative Group, said they feel underpaid? Additional research from Robert Half shows only 55% of workers tried to negotiate a higher salary with their last job offer.

All employees want to feel valued and be fairly compensated. In fact:

- 73% of workers say they've checked their salary against market rates within the last year
- 54% of professionals have compared notes on compensation with coworkers
- 28% of workers who have talked salary with colleagues used the insights to ask for a raise

Source: Robert Half surveys of more than 1,000 workers and 2,800 workers in office environments in the U.S.

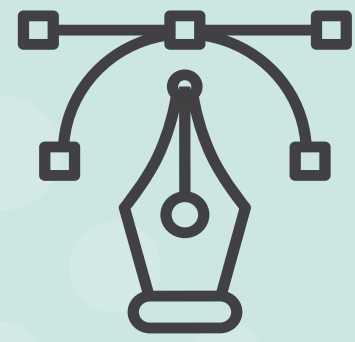
You might know exactly what you want to do and have the grit, passion, and skills necessary to work in marketing, but do you know how to get the salary you deserve? We rounded up some of the most common jobs in the market right now and their median salaries, based on information from The Creative Group 2020 Salary Guide.

DESIGN AND PRODUCTION

You are the brand's aesthetic and design team.

The Jobs:

- Digital Asset Manager – \$49,500
- 3D Animator – \$69,000
- Creative Director – \$116,750



DIGITAL DESIGN AND PRODUCTION

You create designs for the web and mobile.

The Jobs:

- Video Editor – \$64,250
- Front-End Web Developer – \$81,750
- UX Designer – \$96,250



CONTENT DEVELOPMENT AND MANAGEMENT

You bring the creative messaging to life.

The Jobs:

- Copy Editor – \$63,750
- Content Manager – \$64,750



ADVERTISING AND MARKETING

You make advertisements and partnerships happen.

The Jobs:

- Email Marketing Specialist – \$55,250
- Social Media Manager – \$59,500
- Media Buyer – \$63,000
- Public Relations Manager – \$80,500



For more information on talent, diversity, and recruitment in marketing, check out the ANA's insight brief, ["For Marketing's Future Leaders, Diversity and Inclusion Are Key."](#)

Source: "The Creative Group 2020 Salary Guide." The Creative Group, A Robert Half Company, 2019.

The Creative Group (TCG) specializes in connecting creative, digital, marketing, advertising and public relations talent with the best companies on a project, contract-to-hire and full-time basis. For more information, including job-hunting services and candidate portfolios, visit roberthalf.com/creativegroup.