



2024
MARCOM SOCIETY
SALARY SURVEY

FEBRUARY 2024

BY BRENDAN SCHNEIDER

Letter from the author...

Dear Friend,

I am excited to share the second annual MarCom Society Salary Survey with you. This comprehensive survey has been meticulously compiled to provide invaluable insights into the evolving landscape of marketing salaries within the private education sector.

The primary purpose of this publication is threefold: to benchmark compensation, to identify emerging trends, and to foster transparency within our field. As we navigate an increasingly competitive educational landscape, understanding the dynamics of marketing compensation is crucial for attracting and retaining top talent. This survey offers a detailed analysis of salary ranges, benefits, and other compensation components across different regions and school sizes.

The 2024 Salary Survey serves as a vital tool for private schools in strategic planning and budgeting. By providing a clear picture of the current market standards, it assists school leaders in making informed decisions regarding staff remuneration. This, in turn, ensures that our schools remain competitive employers, capable of recruiting professionals who can effectively communicate our unique educational offerings and values.

Additionally, this survey is an essential resource for private school marketers themselves. It empowers individuals by offering them a benchmark against which they can evaluate their compensation, aiding them in career planning and negotiations. This transparency is key to maintaining a motivated and satisfied workforce, which is integral to the success of any institution.

I believe that the 2024 Salary Survey will be an indispensable asset to your school. It not only provides a comprehensive understanding of the current

Letter from the author (continued)...

salary trends but also reflects the commitment of our sector to maintain high standards of professionalism and equity.

Thank you to the 193 people who completed the survey. I trust this information will be beneficial to you in furthering your career.

Sincerely,
Brendan

Brendan Schneider
Founder and CEO, SchneiderB
Founder, MarCom Society



Table of Contents

EXECUTIVE SUMMARY.....	5
KEY FINDINGS.....	6
GENDER.....	8
ETHNICITY.....	9
RACE.....	10
AGE.....	11
REGION WHERE YOU WORK.....	12
TO WHOM DO YOU REPORT.....	13
TITLE/LEVEL OF ROLE.....	14
DIRECT REPORTS.....	16
TYPE OF SCHOOL.....	17
SALARY.....	18
SALARIES BY TITLE/ROLES.....	20
SALARIES BY GENDER.....	29
SALARIES BY GENDER BY TITLE/ROLES.....	30
BONUS ELIGIBILITY.....	38
HOUSING.....	41
TUITION REMISSION.....	42
HEALTH CARE BENEFITS.....	45
OTHER BENEFITS.....	47

Executive Summary

This study surveyed more than 193 K12 marketing and communications professionals with the goal of understanding the compensation and benefit landscape in private schools across the country.

On the following pages you'll discover:

- **Region:** This section gives a general overview of where our respondents are located, and in which regions the majority of our respondents work.
- **Type of school:** This section provides an in-depth look at the types of schools where respondents work, including category groupings.
- **Salary:** We reveal a detailed list of all salaries reported by respondents, with a number and percentage breakdown. An indicator of how closely their title reflects their role and responsibility is given.
- **Salary by title/role:** Salary data provided by respondents is broken down by title/role categories; salary ranges and median salary for each category is presented.
- **Average salaries by gender:** Average salary data is provided by gender.
- **Salaries by gender by title/roles:** Salary data is provided by gender and grouped by title/role.
- **Bonus eligibility:** Eligibility for a bonus as part of compensation data is provided, including whether the bonus is at a fixed or variable amount and how much their bonus was last school year.
- **Tuition remission:** Discover whether schools offer tuition remission for respondents' children, tuition level, and tuition remission child limit (1, 2, 3, or no limit/applies to full family).
- **Health care benefits:** We reveal what percentage of schools offer health care benefits to marcom professionals and what coverage level is provided.
- **Other benefits:** A complete listing of the written comments submitted by respondents about benefits they consider part of their compensation not included in the regular survey is supplied.

Key Findings

Here's a quick summary of some of the most interesting findings of this survey:

- The majority of marcom professionals who responded are **located in the Mid-Atlantic, Mid-West and Northeast** U.S. regions. Nine respondents reported their locations outside of the U.S. - Canada, Australia, and Japan (reported as Hawai'i).
- Most respondents **report to Head of School**.
- 58% of respondents **hold the title/role of Director**.
- While **most respondents felt their title reflects their role and responsibility**, some did not. One respondent stated: **"There are other tasks I handle that people don't realize I do/fall under my umbrella of tasks."**
- There were a very **broad range of compensation levels** reported in this survey, from \$20-24K up to \$150+K. The **largest title/role category group were directors**, with a range of \$20-24K up to \$150+K and a **median salary of \$80-84K**.
- The majority of **respondents work at a Day school**, followed by Co-Ed and PK/K-12.
- Most respondents are **not eligible for a bonus** as part of their compensation. Of those who are, most reported their bonus at a variable amount. Of those who received a bonus last year, **almost all received less than \$5,000**.
- A majority of respondents reported their school offers **tuition remission for their child/children**. Of those, most receive a **50% tuition remission level** and most schools will apply the tuition remission for **all children in the family**.
- Most schools offer marcom professional **health care benefits but the coverage level is mixed**, primarily between 50-100%. A few offer coverage at 25%.
- Seventy-four respondents reported **additional benefits** in the comment section. There were a wide range of benefits submitted, such as:
 - 401K match
 - 403b match
 - Dental insurance

Key Findings (continued)

- Additional benefits (continued)

- Before/after school care; discount on clubs/camps
- Cell phone reimbursement
- Commuter credits, parking allowance, toll road expenses
- Life insurance
- Flights for out-of-country residents
- Professional development
- Matching RRSP Program
- Retirement match
- Technology stipend
- TIAA contribution
- Wellness benefit

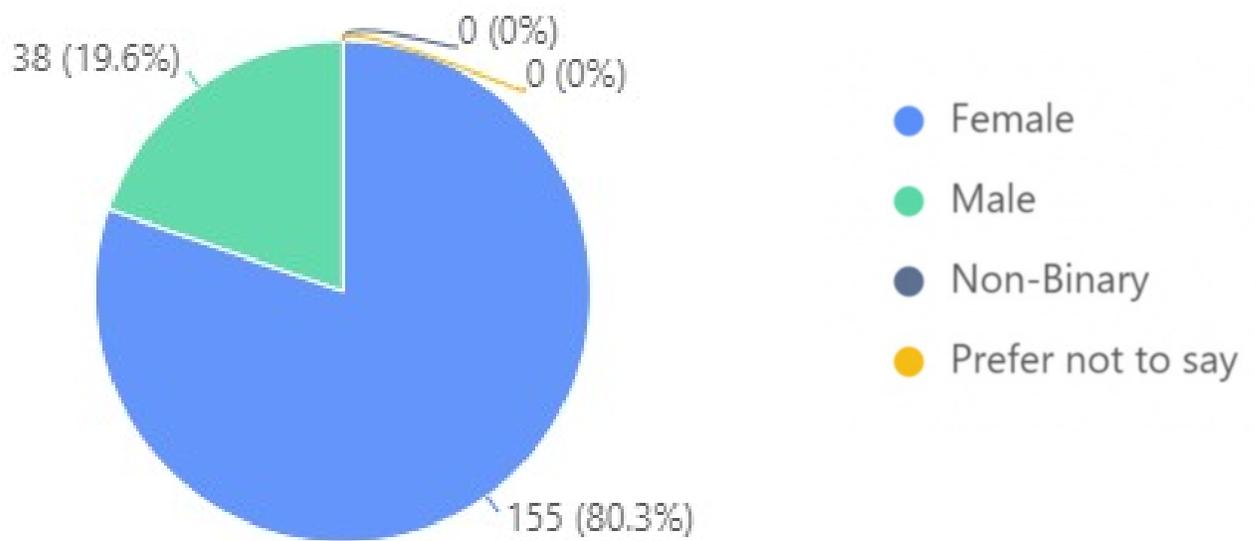
- **2023 vs. 2024 comparison**

Survey findings from 2023 to 2024 were very similar. Besides slight percentage differences due to fewer participants (203 respondents in 2023 and 193 in 2024), there were 3 main differences.

1. The median salary range dropped from \$70,000 - \$74,000 in 2023 to \$65,000 - \$69,000 in 2024.
2. There were 2 new title/role groups added in 2024 - Communications/PR and President/Principal.
3. There were no 2024 submissions for the Senior Director/Senior Manager title/role for which there were 2 submissions last year.

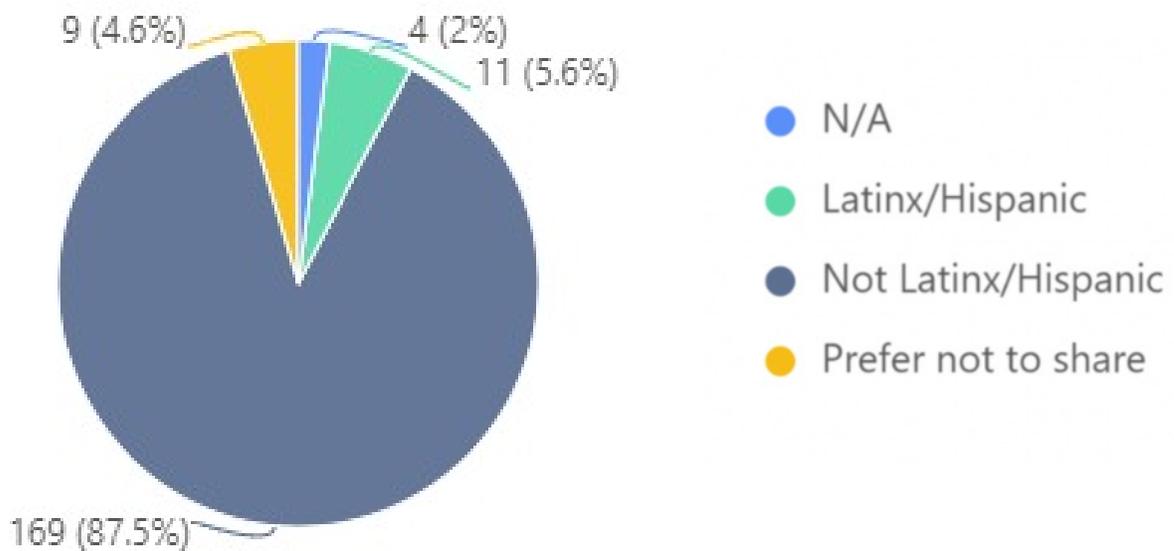
Gender

Females outnumbered males, representing 80.3% of all participants.



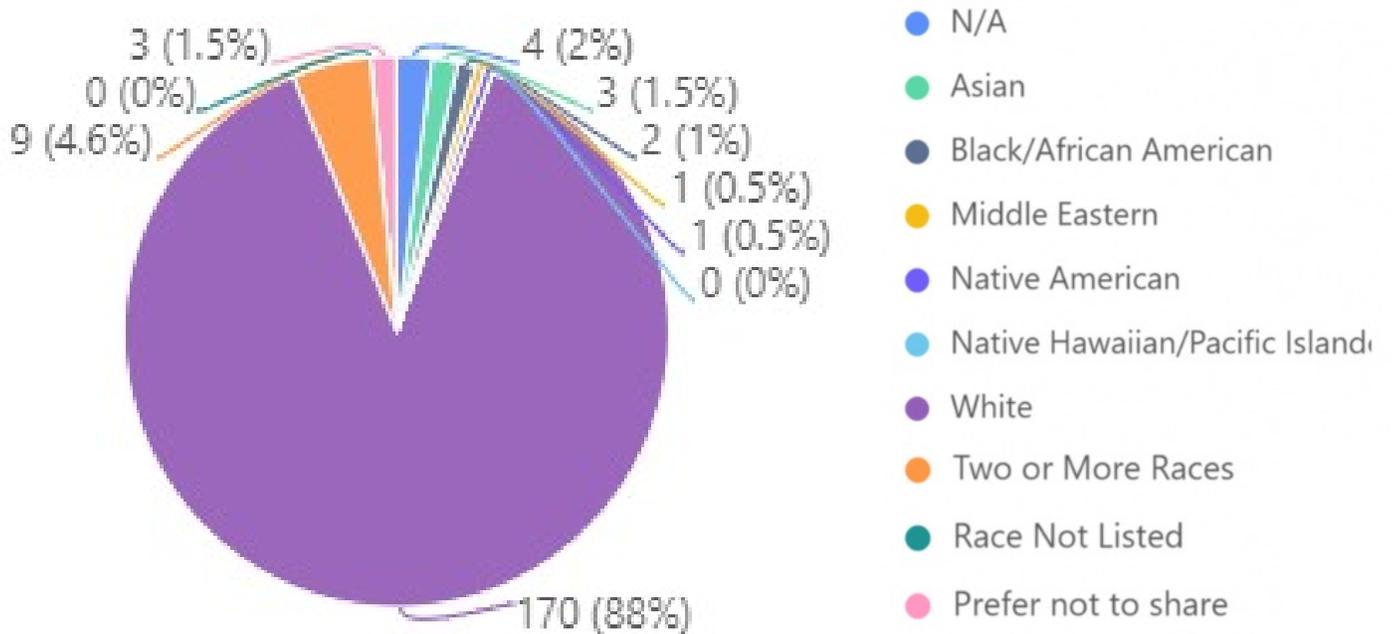
Ethnicity

A large majority of respondents 169 (87.5%) of respondents identify as Not Latinx/Hispanic, with 11 (5.6%) identifying as Latinx/Hispanic. 9 respondents (4.6%) would Prefer Not to Say and 4 respondents (2%) responded with a N/A.



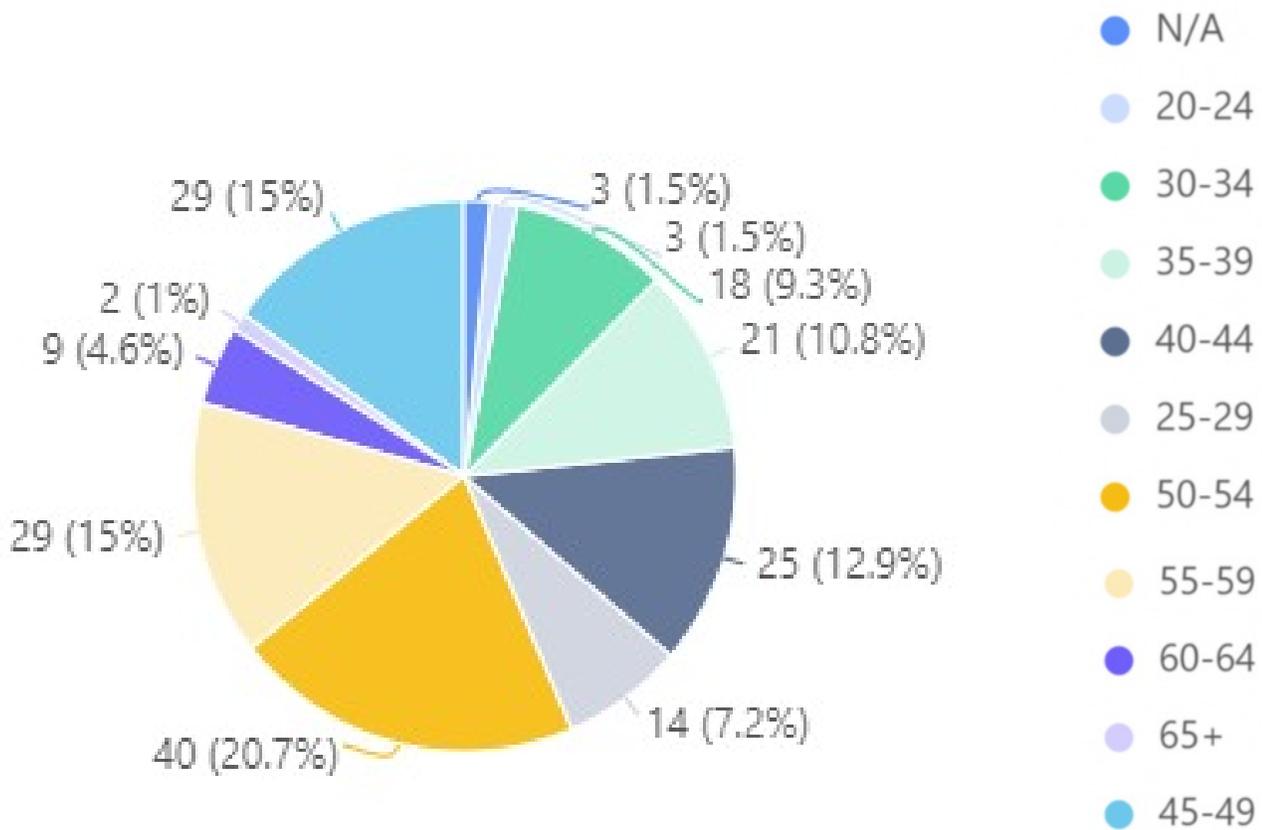
Race

170 respondents identify as White, followed by 3 (1.5%) Asian, 2 (1%) Black/African American, 1 (.5%) Asian, and 1 (.5%) Native American. 3 (1.5%) Prefer Not to Share, 9 (4.6%) identify as 2 or more races.



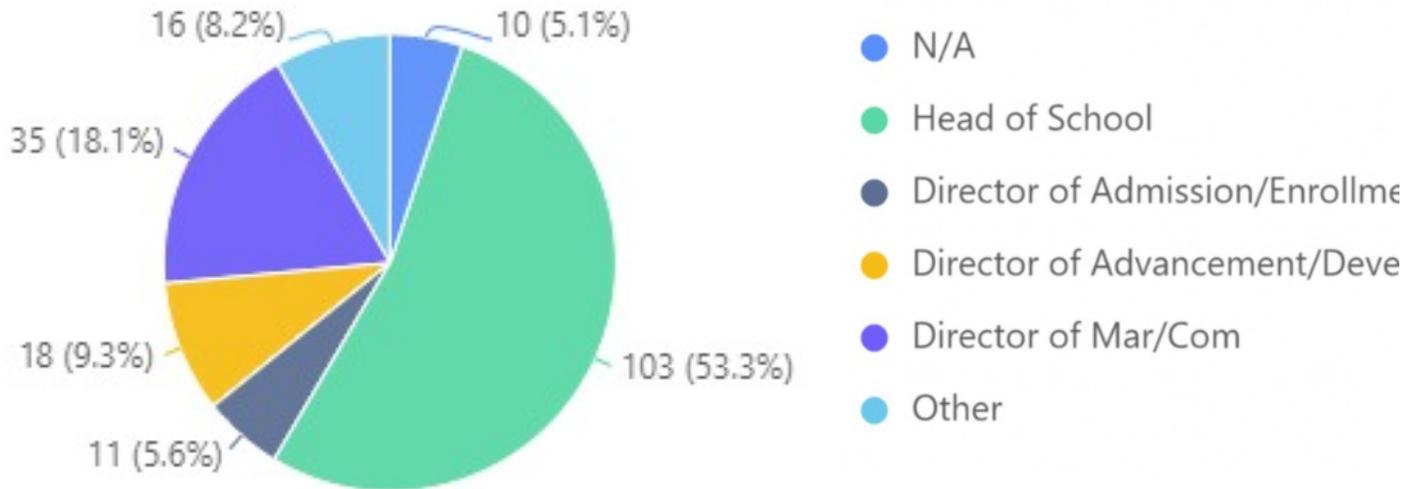
Age

The largest participant age group was 50-54 (20.7%) followed by 45-49 (15%), and 55-59 (15%), 40-44 (12.9%), 35-39 (10.8%), 30-34 (9.3%), 25-29 (7.2%), 60-64 (4.6%), 65+ (1.5%), and 25-29 (1%).



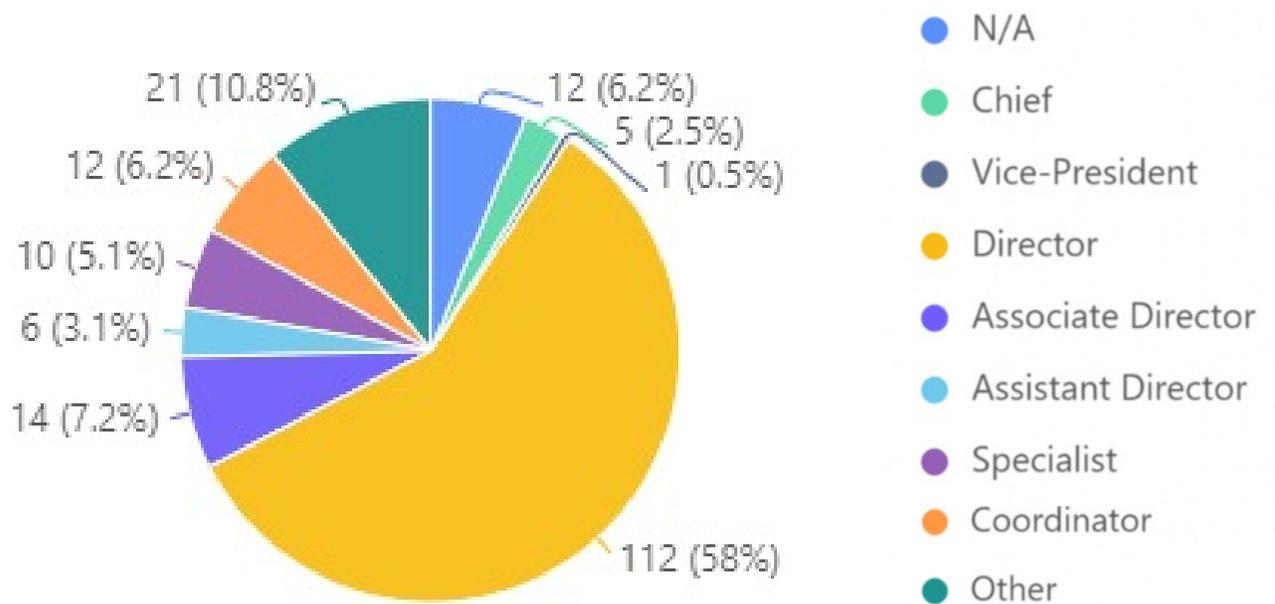
To whom do you report?

The majority of participants report to the Head of School (53.3%). The second largest group reports to the Director of Mar/Com (18.1%), followed by Director of Advancement/Development (9.3%), followed by the Director of Admissions (5.6%), Other (8.2%), and N/A (5.1%).



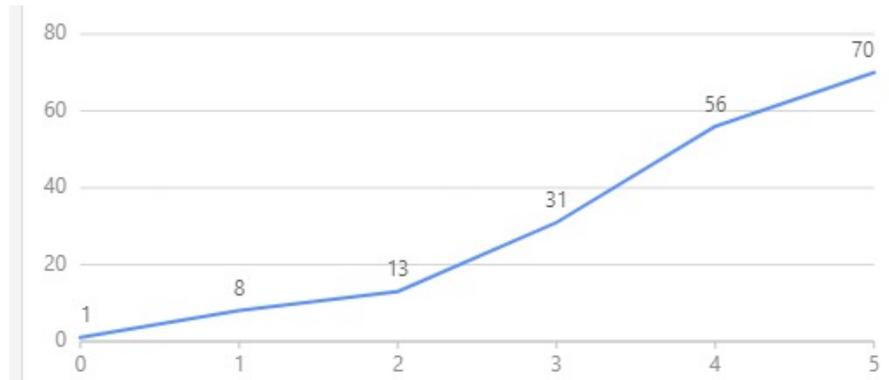
What is your title/level of role?

The largest group of participants reported their title as Director (58%), followed with Associate Director (7.2%), Coordinator (6.2%), Specialist (5.1%), Assistant Director (3.1%), Chief (2.5%), Vice-President (.5%) and Other (10.8%).



Does your title reflect your daily role and responsibility?

Most survey participants (60%), rated their how well their title reflects their role and responsibility at a level of 4 or 5. 17% gave a rating of 3; 12% gave a rating of 2 or 1 and .06% gave a rating of 0.



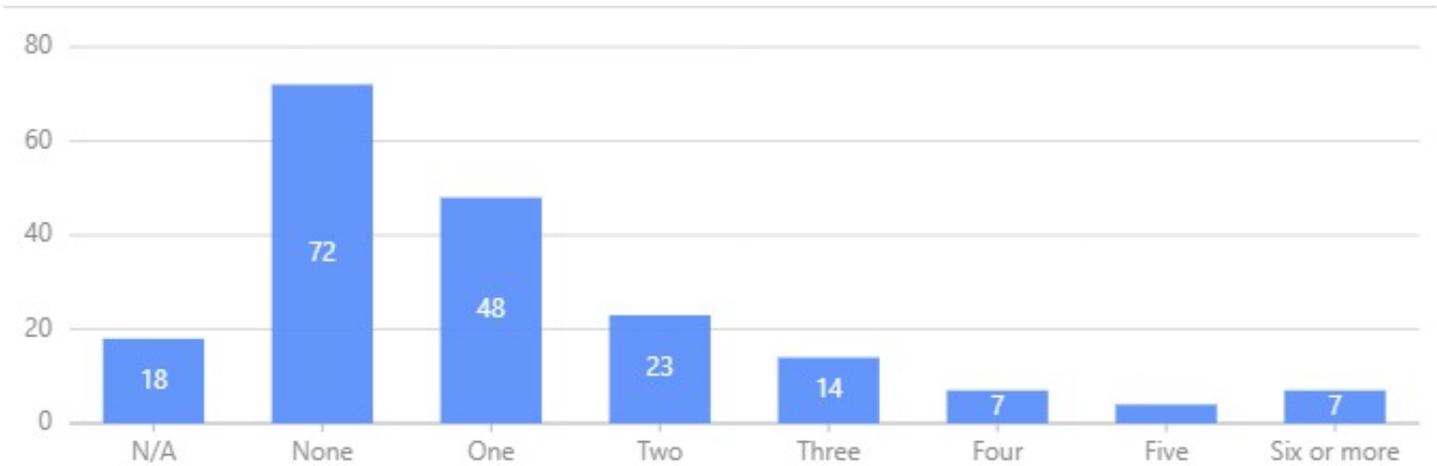
If needed, please provide an explanation to the above rating.

Here are a few notable comments:

- "I feel I do more than what my title reflects."
- "I wear a lot of hats."
- "In a department of one person, much of my time is spent on tasks that should be delegated to an associate level marketing and communications professional."
- "Big title by small school so I do a lot."
- "My work is similar to the level of a manager; by that, I mean my work is extremely hands-on, not as high-level/strategy-heavy as I would like."
- "There's no specific MarCom role above me, yet I am not a Director."
- "My duties extend beyond my current title."
- "I am often "in the weeds" with little time for director-level strategic thinking. Too much to do and too few people to do it."
- "I'm the only one in my office, so I am the director, but I'm the one doing all of the work. I don't have my own budget, so I have to ask for every spend."
- "I am Director of Admissions but I also do all of the marketing/communications."
- "One man band...mar/com director in need of help with a marketing manager or marketing coordinator."

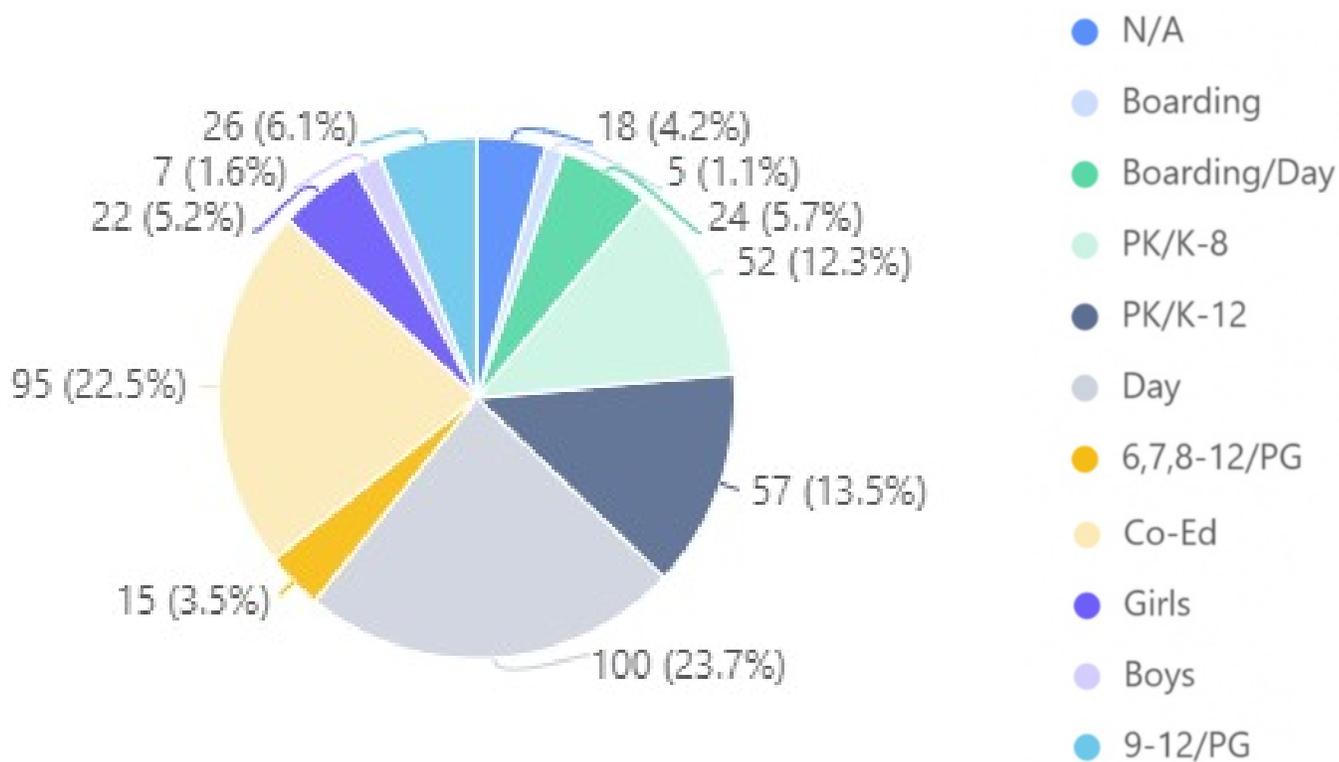
How many direct reports do you have?

The majority of respondents report they have no direct reports (37%), followed by 1 direct report (25%), 2 direct reports (12%), 3 and 4 direct reports (11%), and 5 or more direct reports (5.7%). 9% did not answer.



Type of school

The largest group of participants work at a Day school (23.7%), followed by a Co-Ed school (22.5%), PK/K-12 (13.5%), PK/K-8 (12.3%), 9-12/PG (6.1%), Boarding/Day (5.7%), Girls (5.2%), 6,7,8-12/PG (3.5%), Boys (1.6%), Boarding (1.1%).



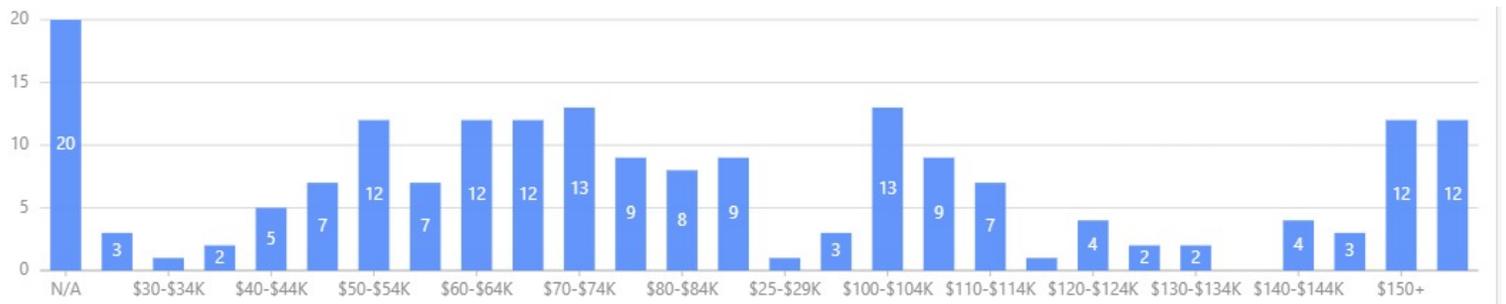
Salary

Here is the salary breakdown based on 193 responses. The largest percentage is shared by the \$70-74K range and \$100-104K with 13 responses. The median salary range is \$65-69K.

SALARY RANGE	RESPONSES	PERCENT
\$20,000 - \$24,000	3	1.60%
\$25,000 - \$29,000	1	0.50%
\$30,000 - \$35,000	1	0.50%
\$35,000 - \$39,000	2	1.00%
\$40,000 - \$44,000	5	2.60%
\$45,000 - \$49,000	7	3.60%
\$50,000 - \$55,000	11	6.20%
\$55,000 - \$59,000	7	6.20%
\$60,000 - \$64,000	12	6.70%
\$65,000 - \$69,000	12	4.70%
\$70,000 - \$74,000	13	4.10%
\$75,000 - \$79,000	9	4.70%
\$80,000 - \$84,000	8	4.10%
\$85,000 - \$89,000	9	4.70%
\$90,000 - \$94,000	12	6.20%
\$95,000 - \$99,000	3	1.60%
\$100,000 - \$104,000	13	6.70%
\$105,000 - \$109,000	9	4.70%
\$110,000 - \$114,000	7	3.60%
\$115,000 - \$119,000	1	0.50%
\$120,000 - \$124,000	4	2.10%
\$125,000 - \$129,000	2	1.00%
\$130,000 - \$134,000	2	1.00%
\$135,000 - \$139,000	0	0.00%
\$140,000 - \$144,000	4	2.10%
\$145,000 - \$149,000	3	1.60%
\$150,000+	12	6.20%
N/A	20	10.40%

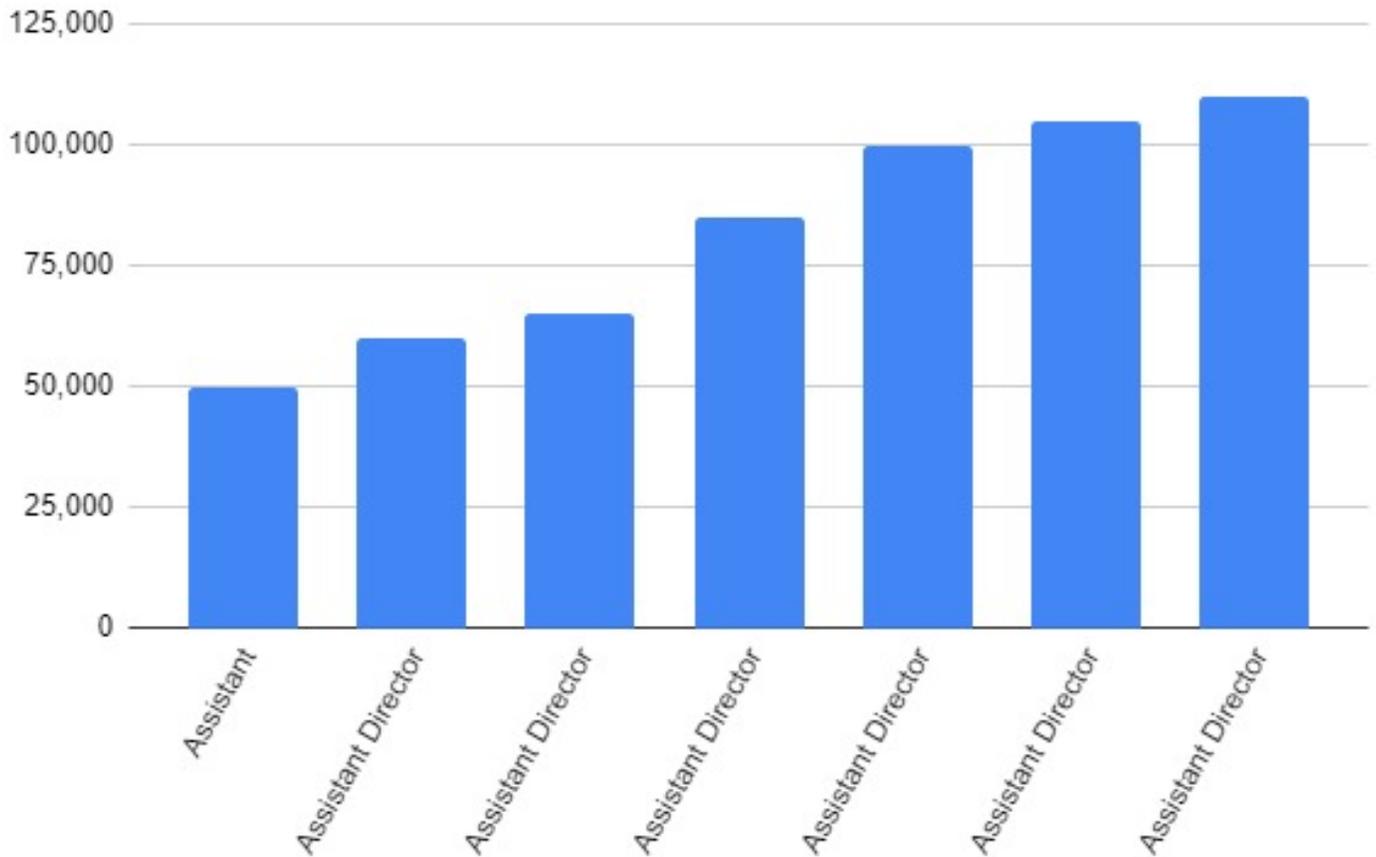
Salary, continued

Here is a chart of the salary breakdown based on 193 responses.



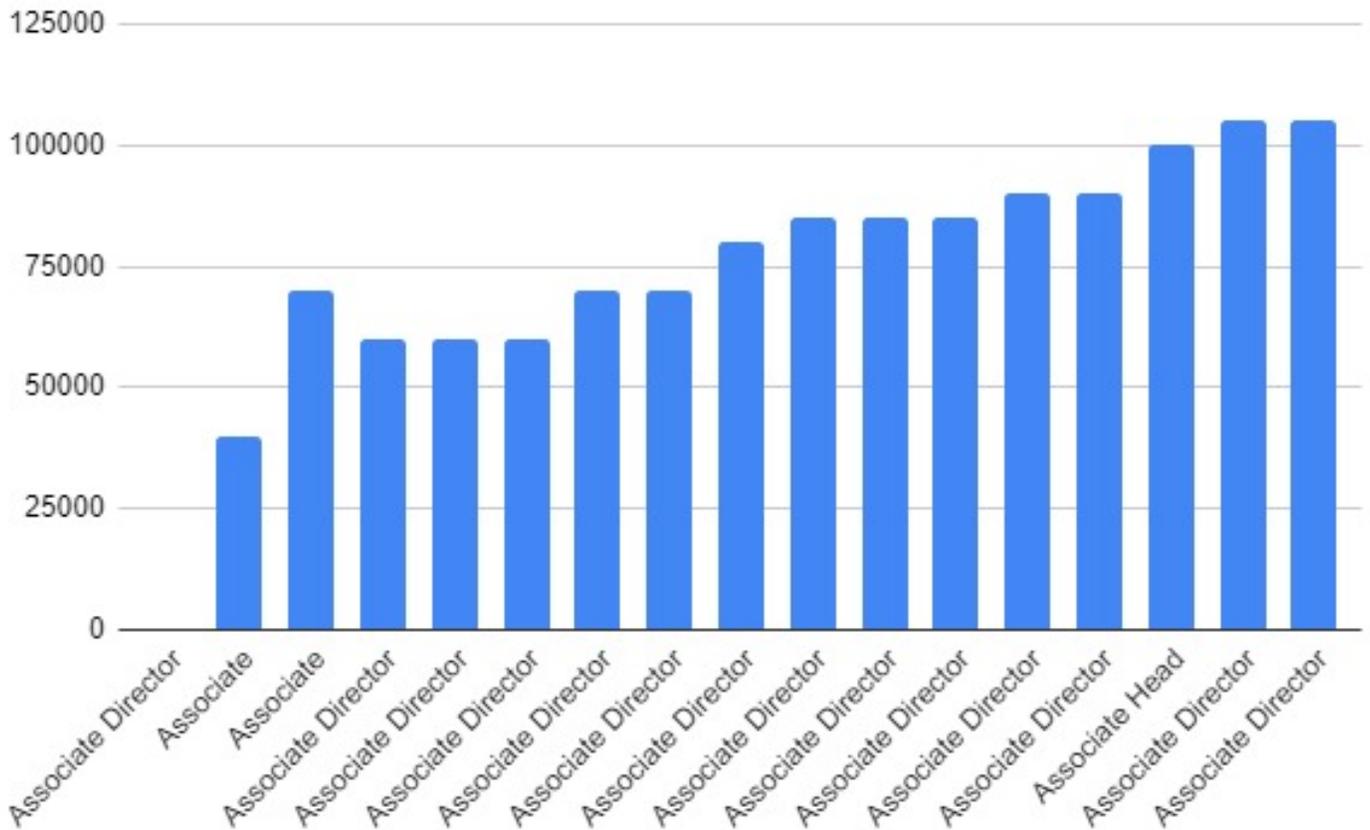
Salary by Title/Role - Assistant Director

The Assistant Director title/role group received 7 responses. Salaries ranged from \$50-54K to \$110-114K with a median salary of \$85-89K.



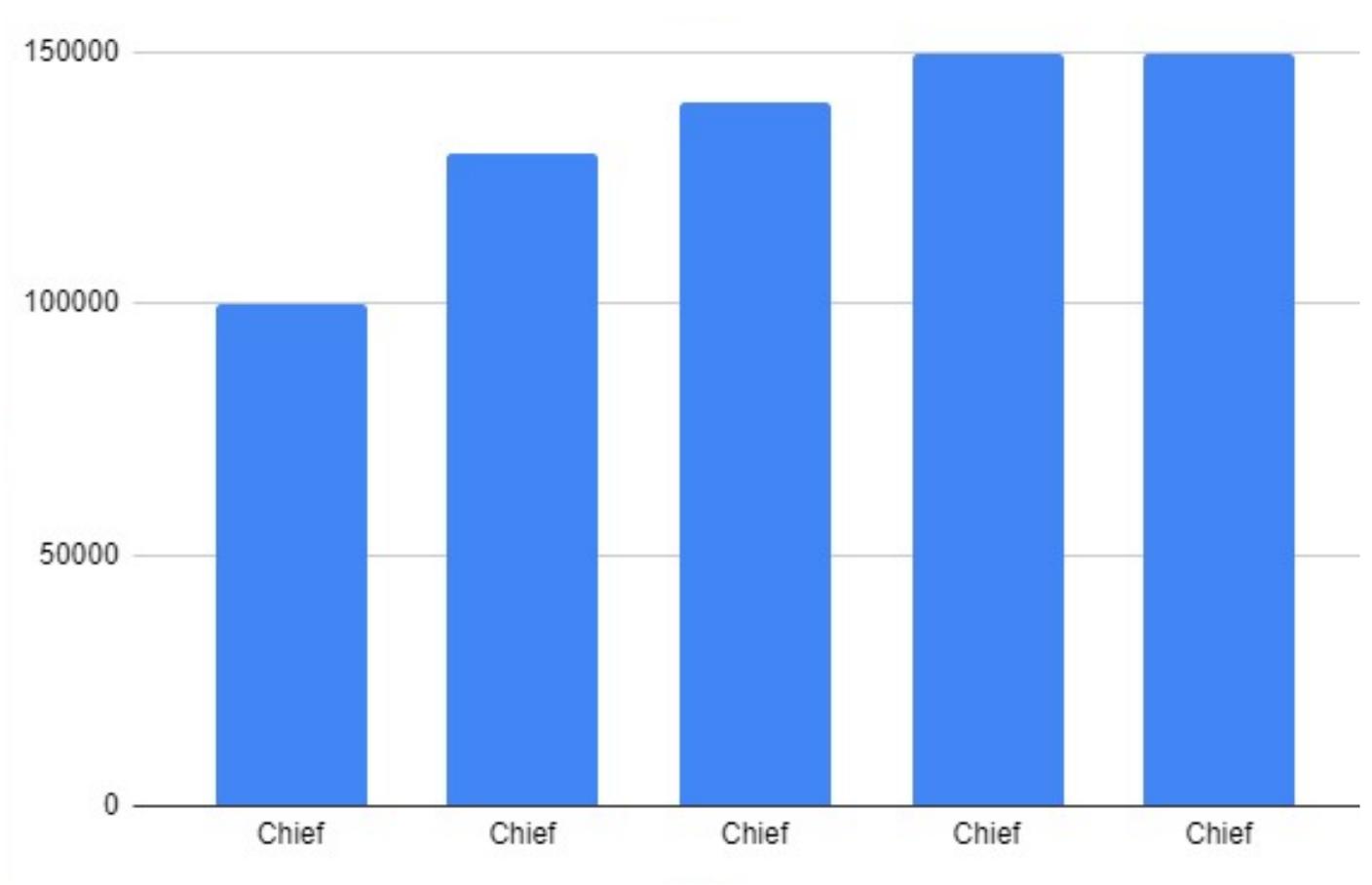
Salary by Title/Role - Associate Director

The Associate Director title/role group received 17 responses. Salaries ranged from \$40-44K to \$105-109K with a median salary of \$80-84K. One respondent did not submit a salary.



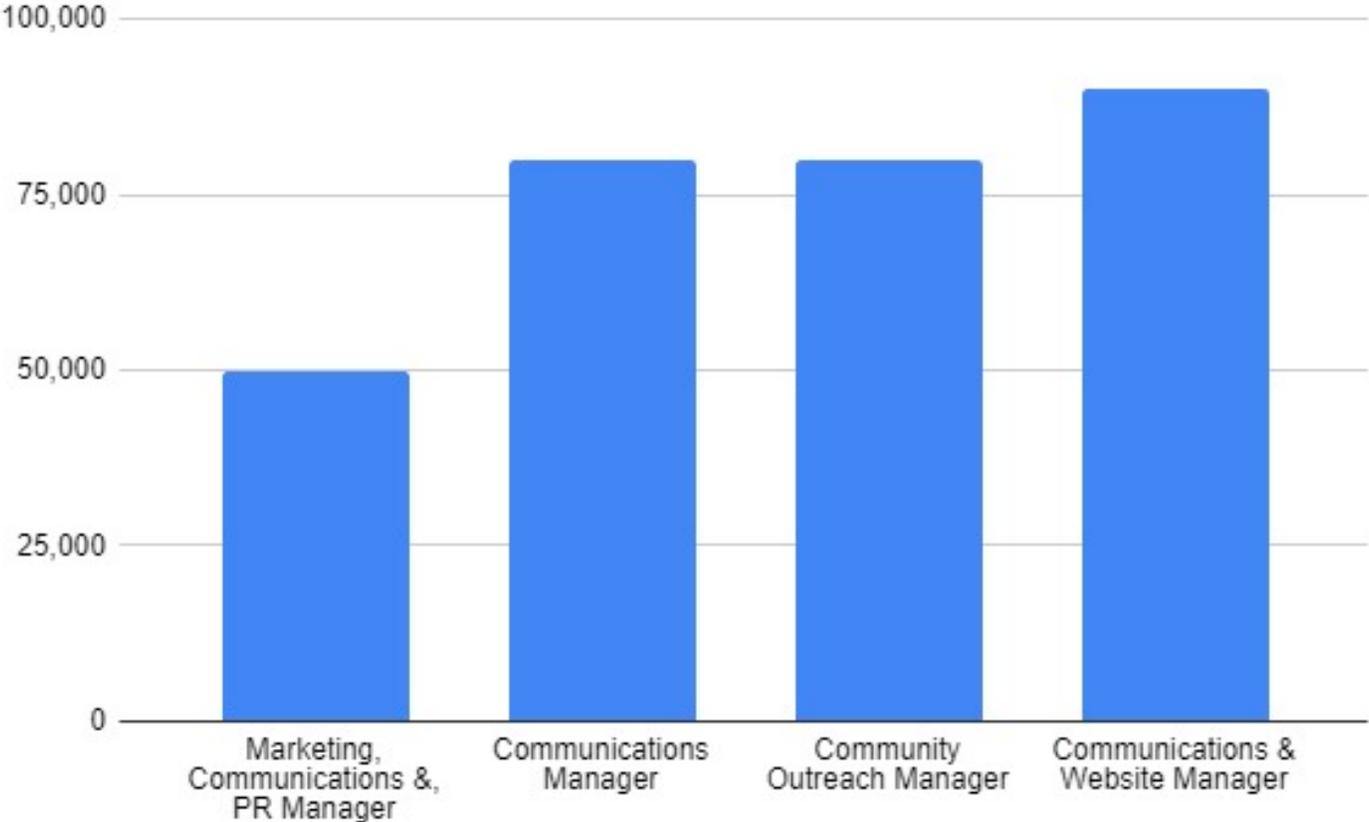
Salary by Title/Role - Chief/Vice-President

The Chief/Vice-President title/role group received 5 responses. Salaries ranged from \$100-104K to \$150+K with a median salary of \$140-144K.



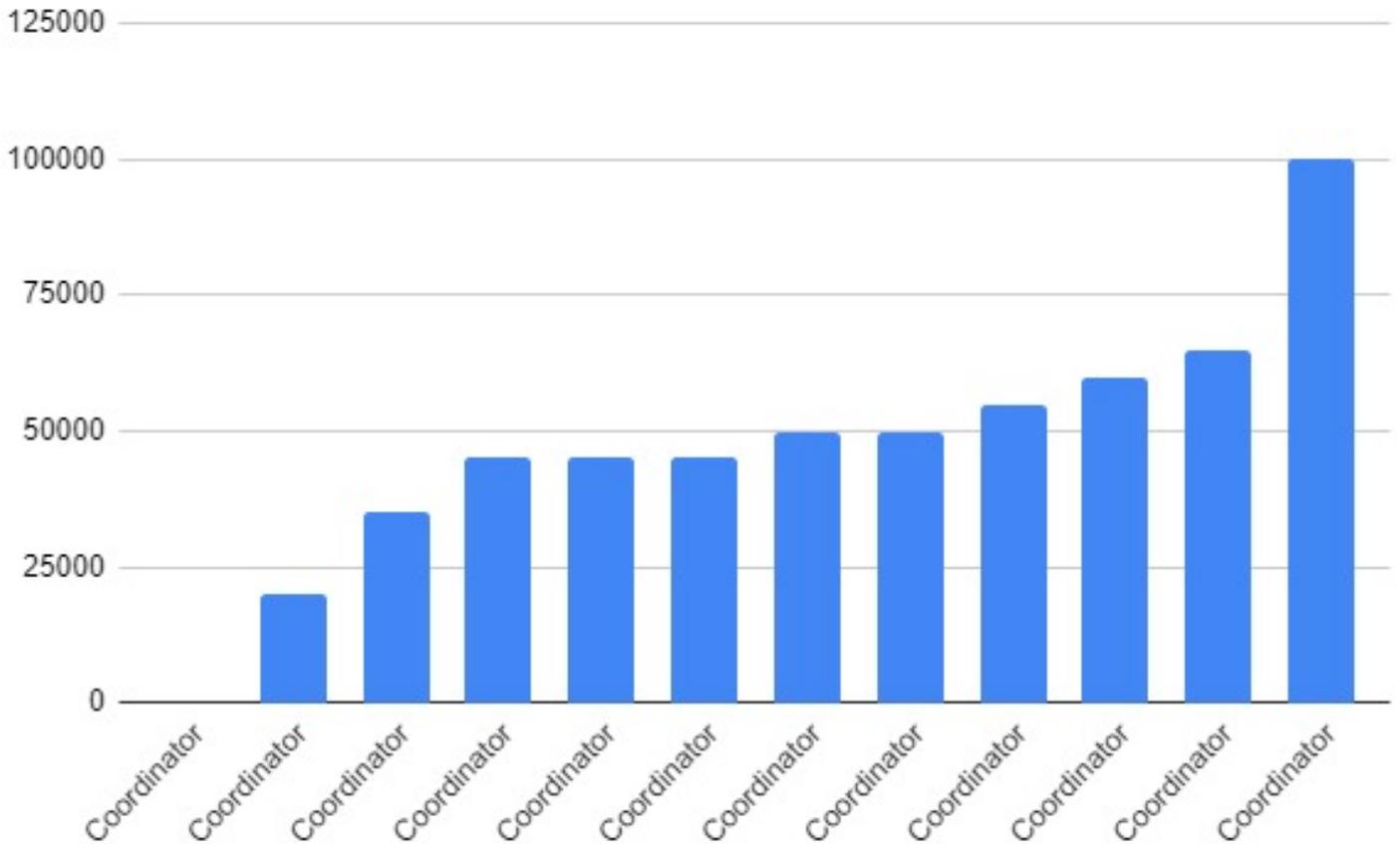
Salary by Title/Role - Communications/PR

The Communications/PR title/role group received 4 responses. Salaries ranged from \$50-54K to \$90-94K with a median salary of \$80-84K.



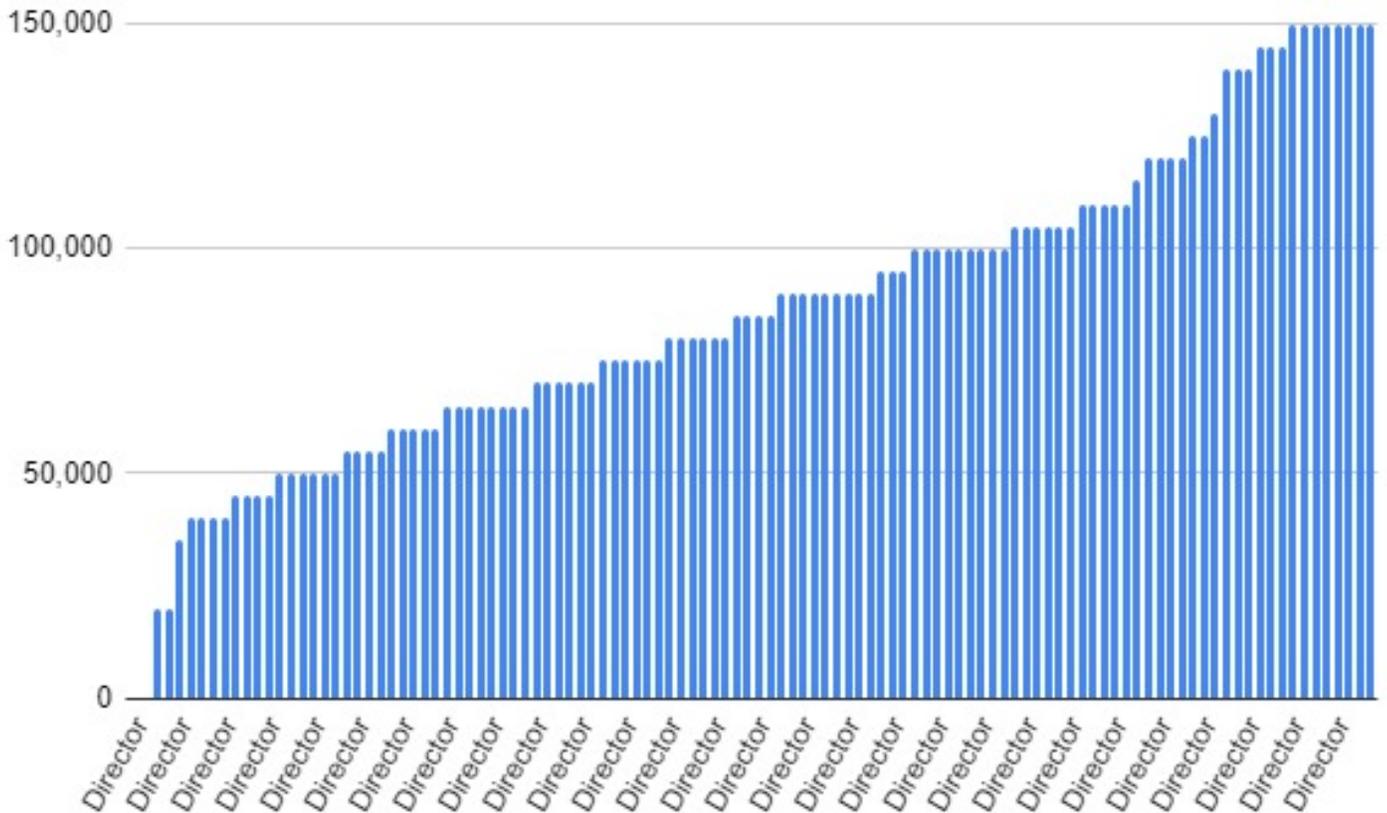
Salary by Title/Role - Coordinator

The Coordinator title/role group received 13 responses. Salaries ranged from \$20-24K to \$100-104K with a median salary of \$50-54K. One respondent did not submit a salary.



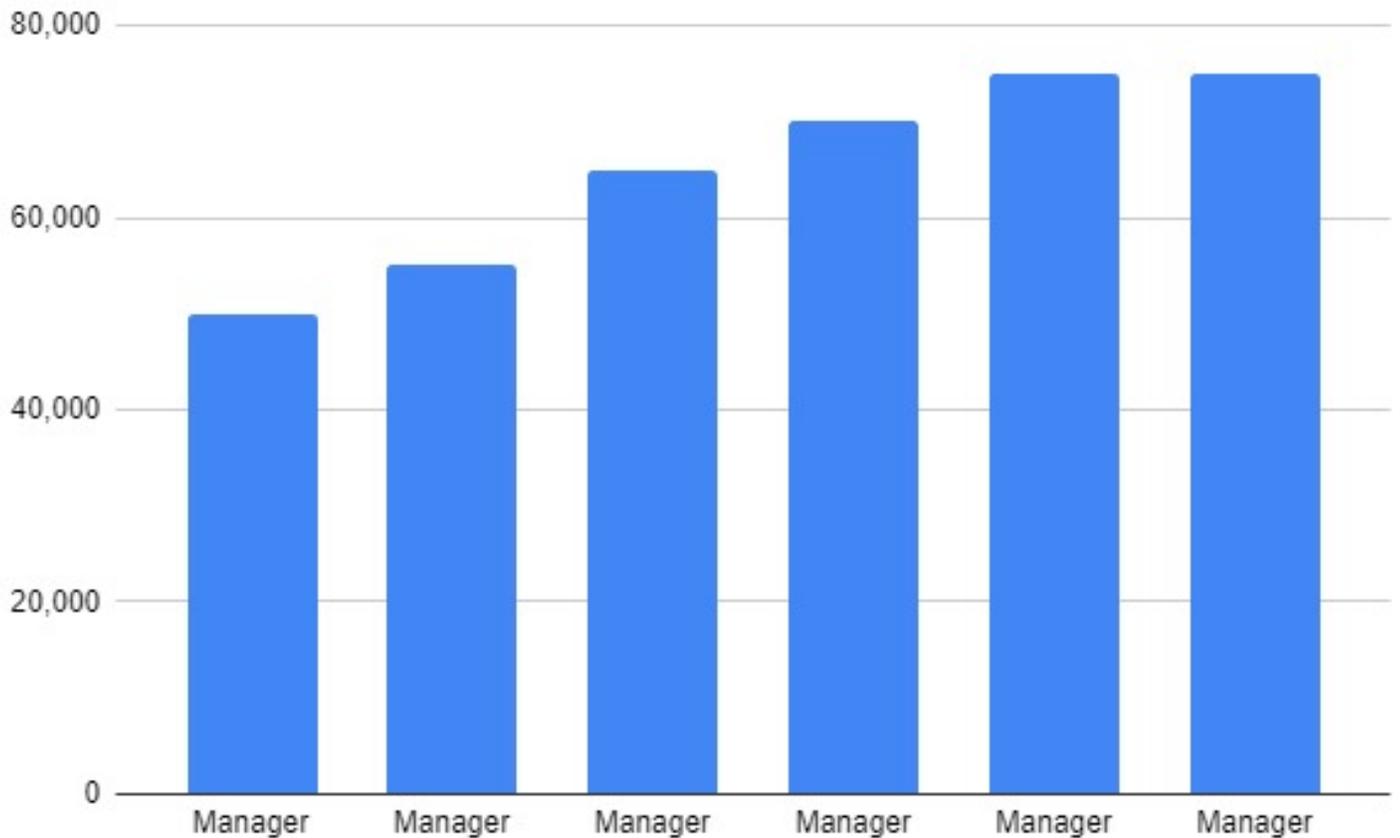
Salary by Title/Role - Director

The Director title/role group received 112 responses. Salaries ranged from \$20-24K to \$150+K with a median salary of \$80-84K.



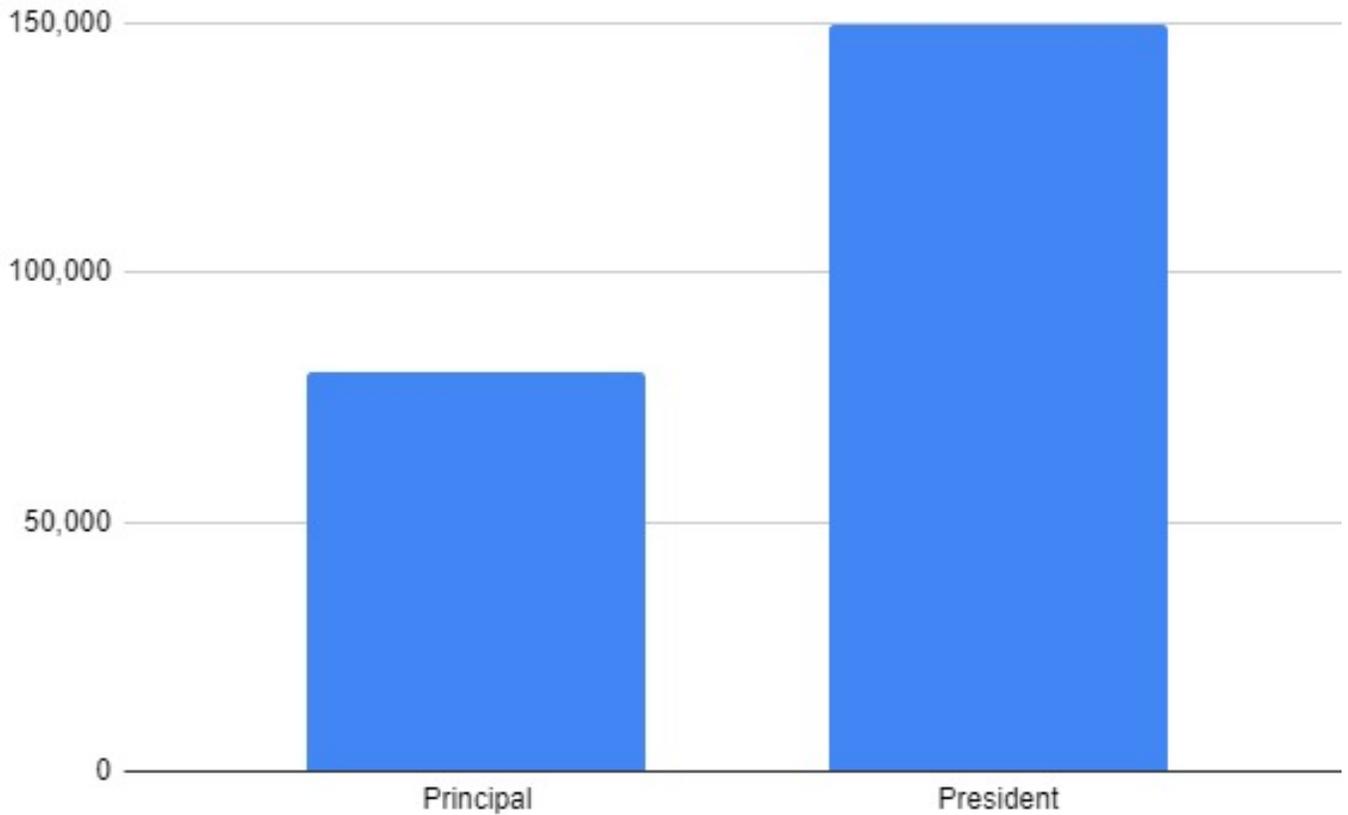
Salary by Title/Role - Manager

The Manager/Officer title/role group received 6 responses. Salaries ranged from \$50-54K to \$75-79K with a median salary of \$70K.



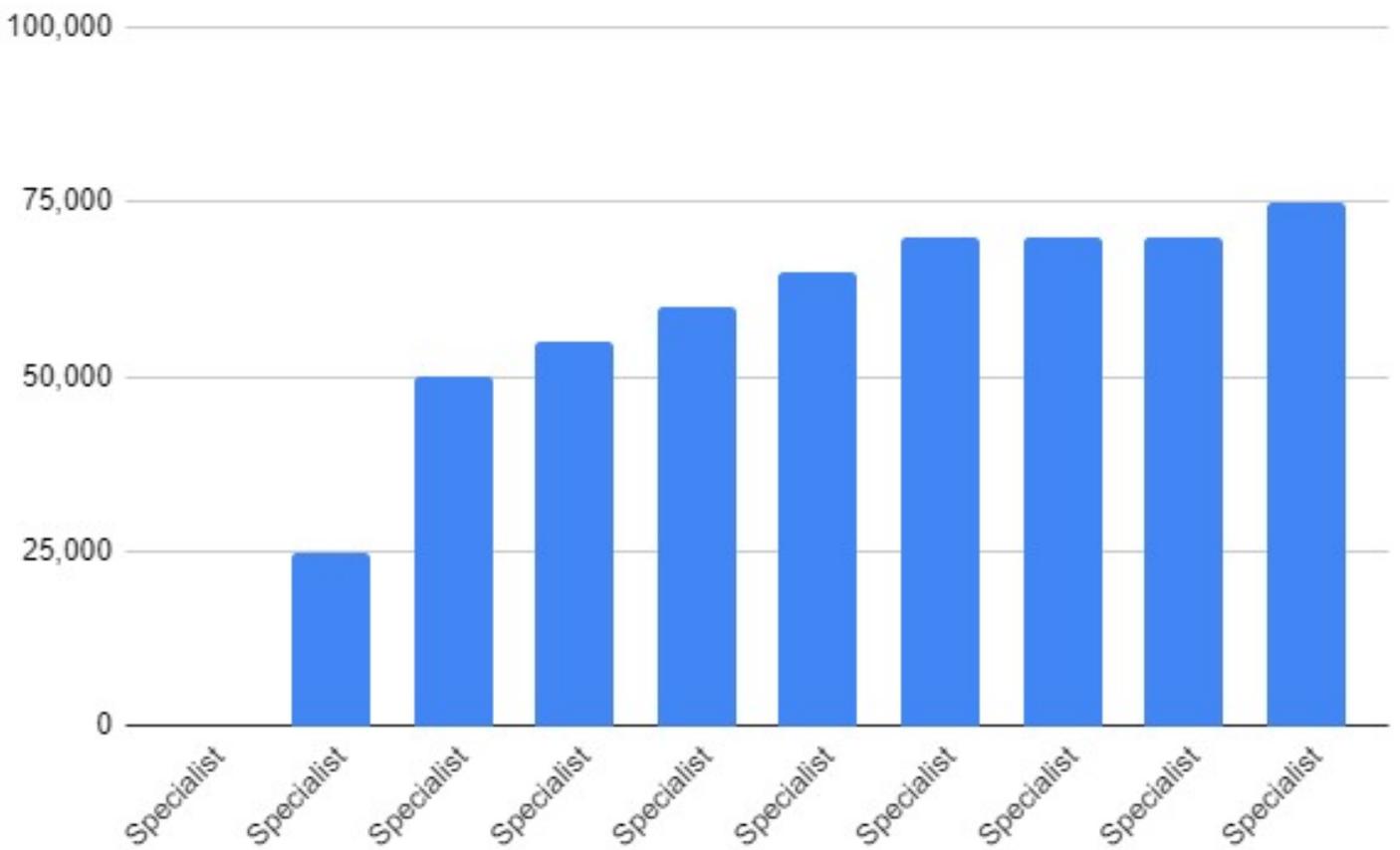
Salary by Title/Role - President/Principal

The Senior Director/Senior Manager title/role group received 2 responses. Salaries ranged from \$80-84K to \$150+K with a median salary of \$115K.



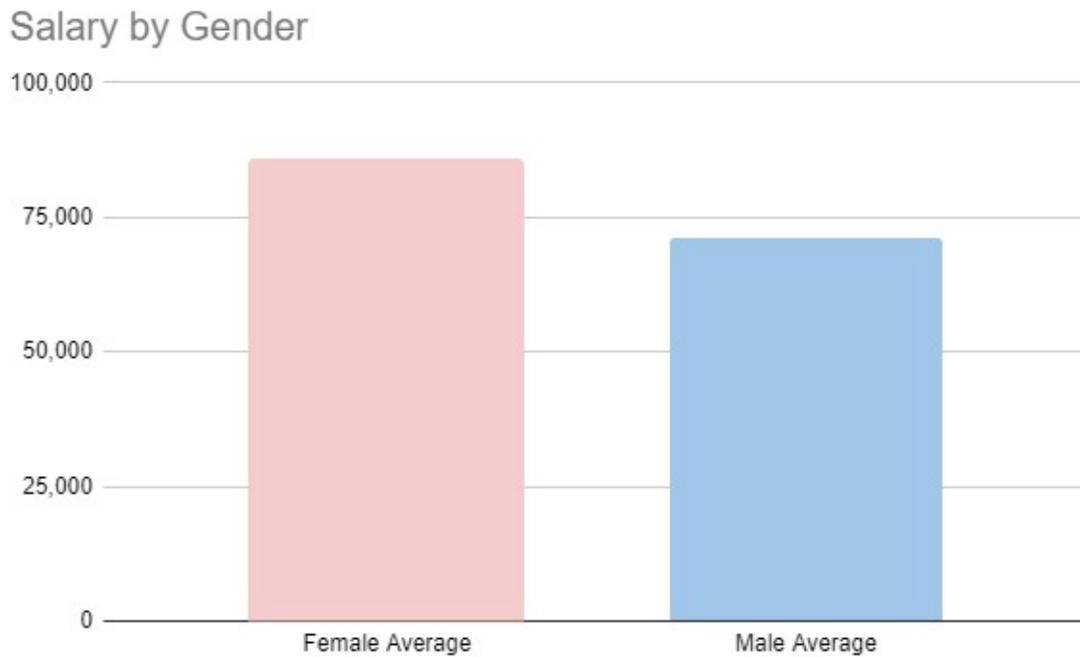
Salary by Title/Role - Specialist

The Specialist title/role group received 10 responses. Salaries ranged from \$25-29K to \$75-79K with a median salary of \$60-64K. One respondent did not submit a salary.



Salary by Gender

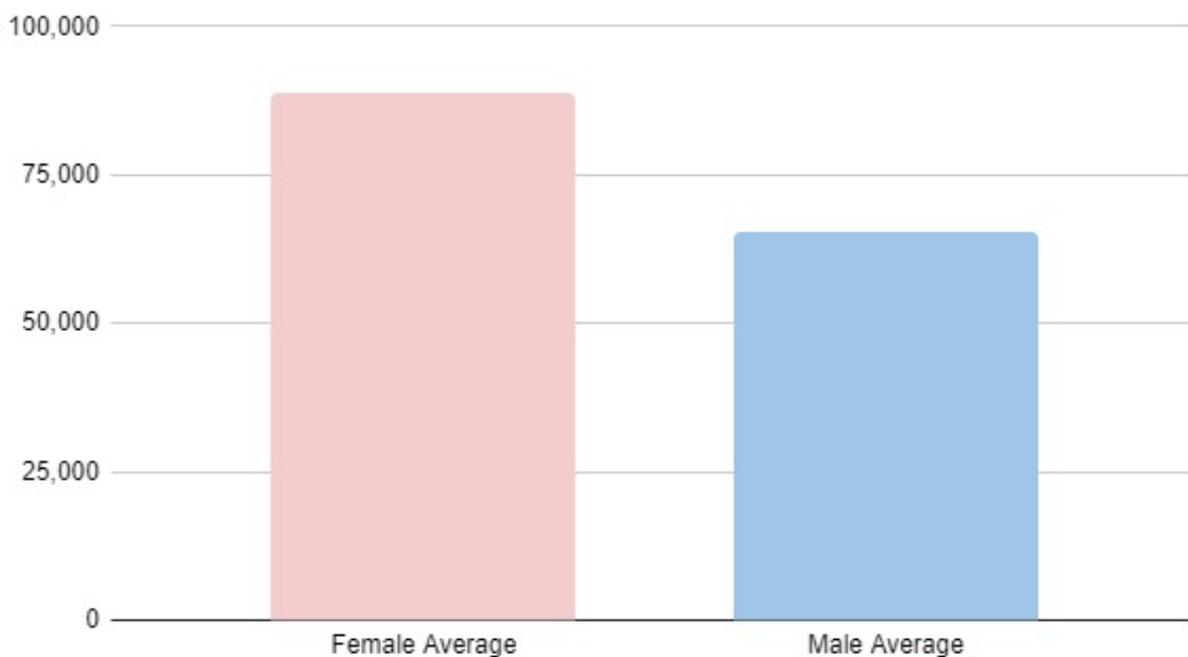
Of the 178 total respondents who submitted salary information, 146 were women and 32 were men. The female average salary was \$85,664 and the average male salary was \$71,034.



Salary by Gender - Assistant Director Title/Role

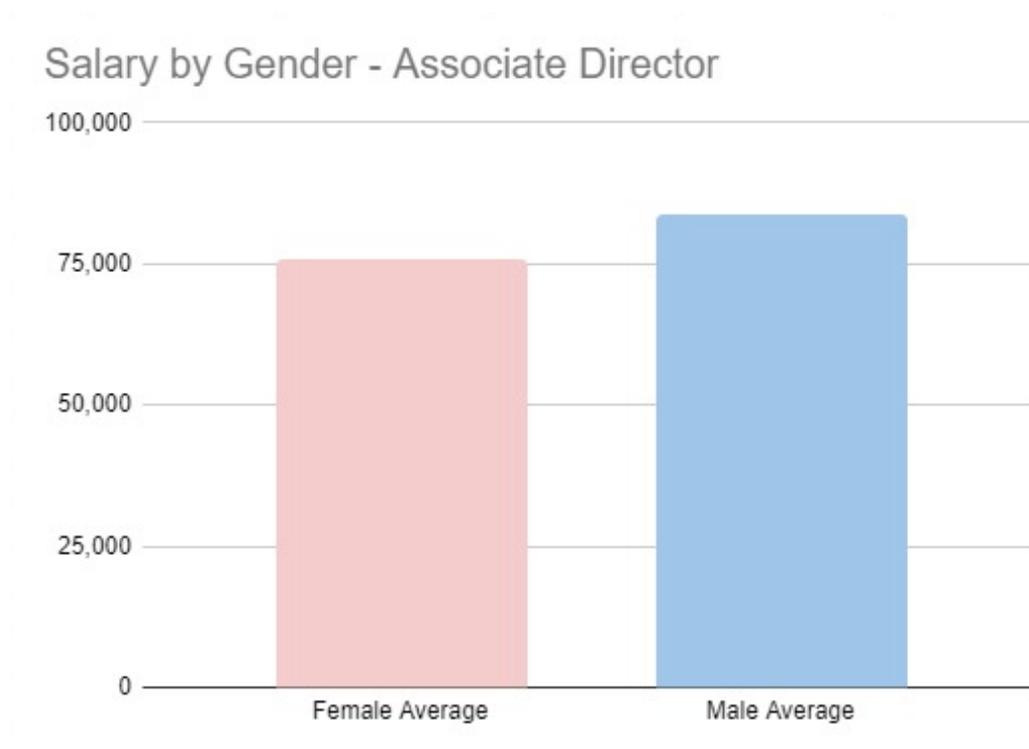
In the Assistant Director title/role, 7 women and 1 man submitted salary information. The average female salary was \$88,571 and the male salary was \$65,000.

Salary by Gender - Assistant Director



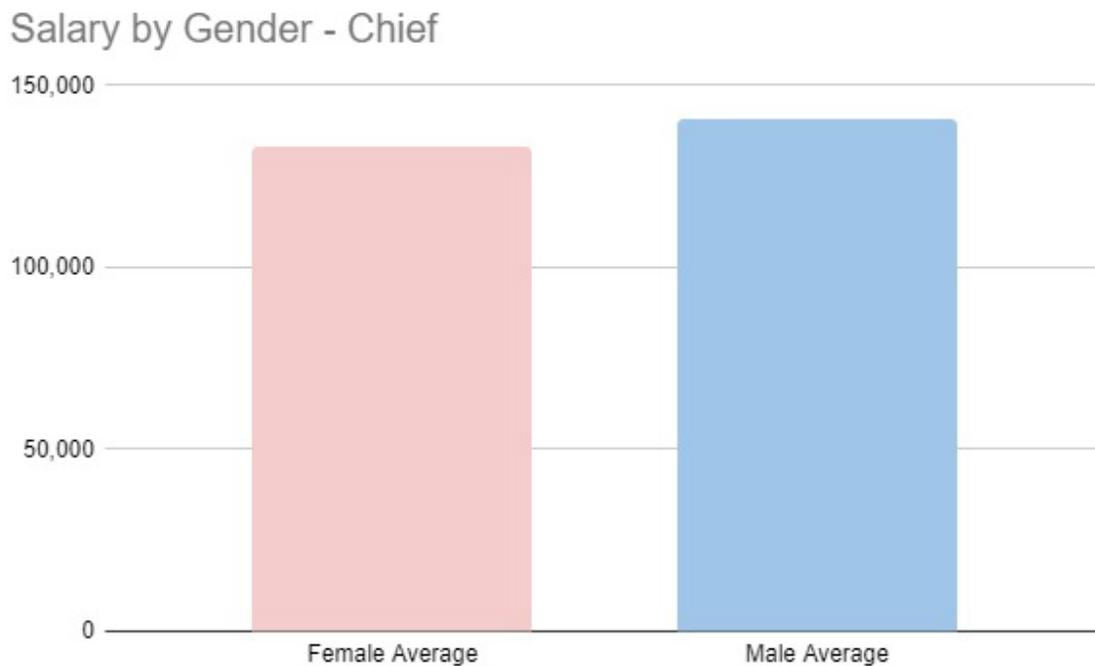
Salary by Gender - Associate Director Title/Role

In the Associate Director title/role, 11 women and 6 men submitted salary information. The average female salary was \$75,500 and the average male salary was \$83,333.



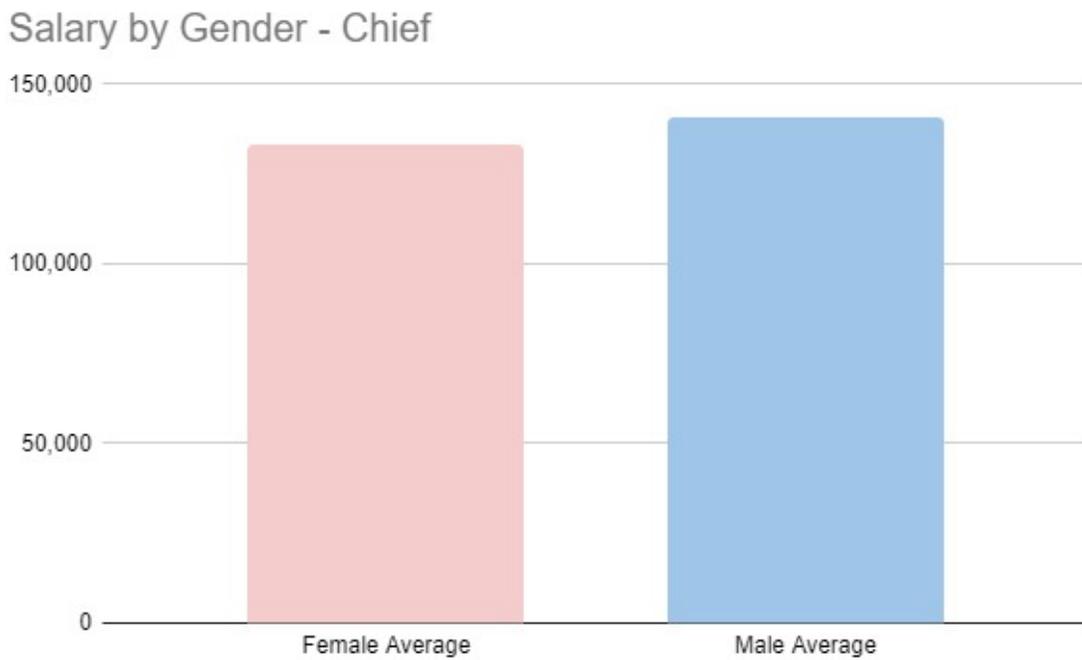
Salary by Gender - Chief Job Title/Role

In the Chief title/role 4 women and 1 man submitted salary information. The average female salary was \$132,500 and the male salary was \$140,000.



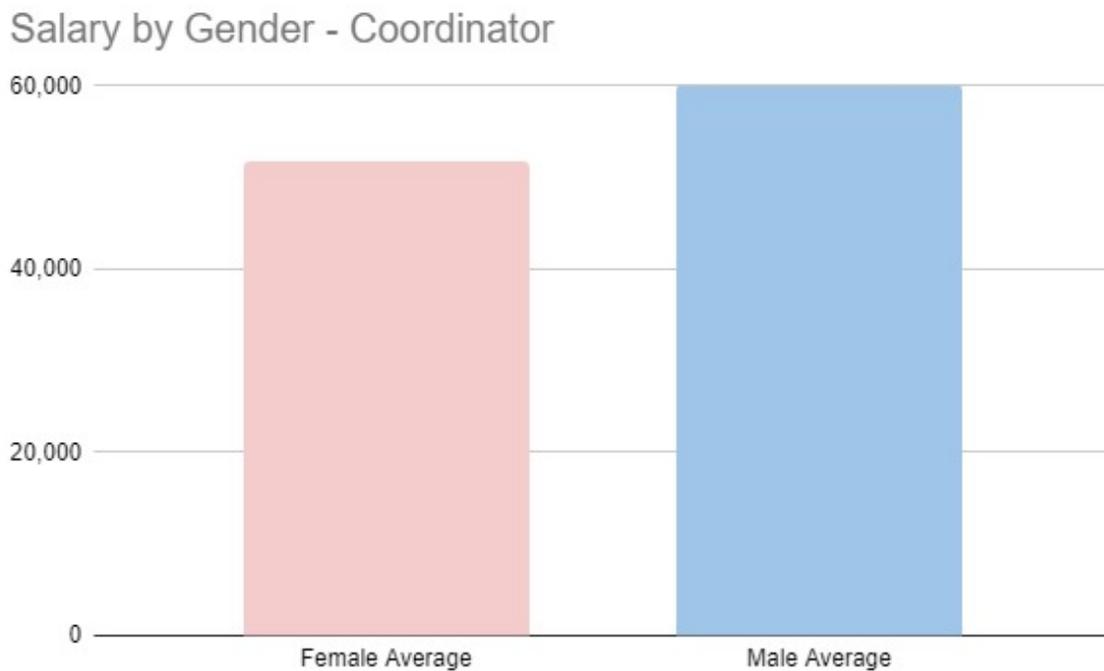
Salary by Gender - Communications/PR Job Title/Role

In the Communications/PR title/role, 3 women and 1 man submitted salary information. The average female salary was \$63,333 and the male salary was \$90,000.



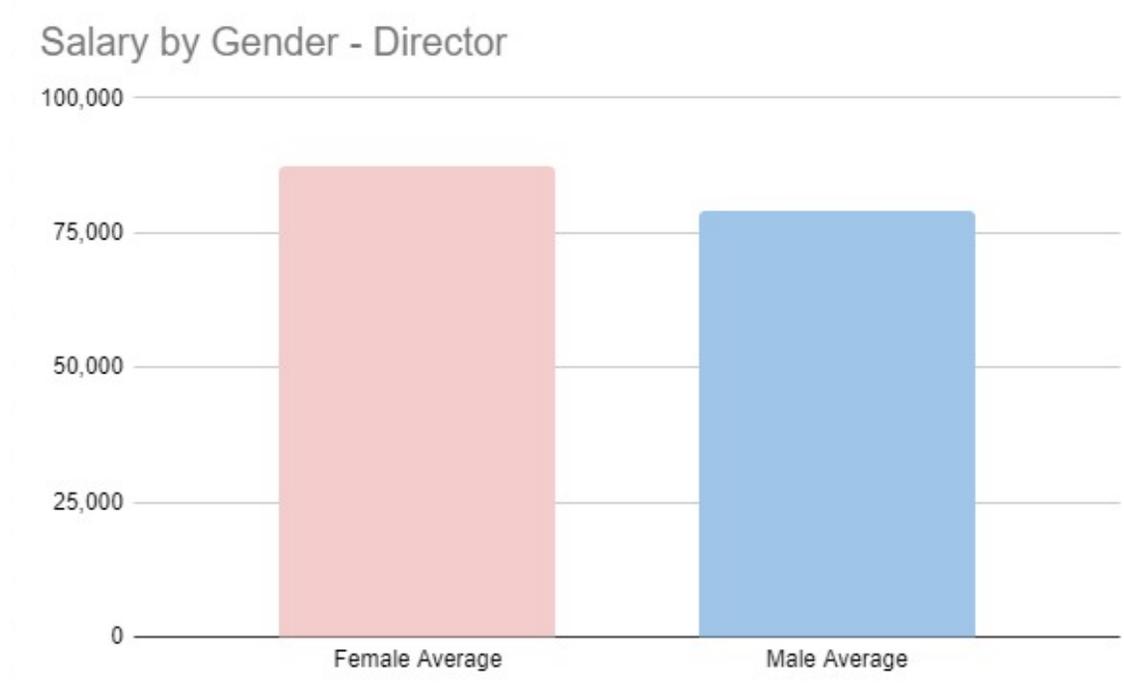
Salary by Gender - Coordinator Title/Role

In the Coordinator title/role, 10 women and 1 man submitted salary information. The average female salary was \$51,500 and the male salary was \$60,000.



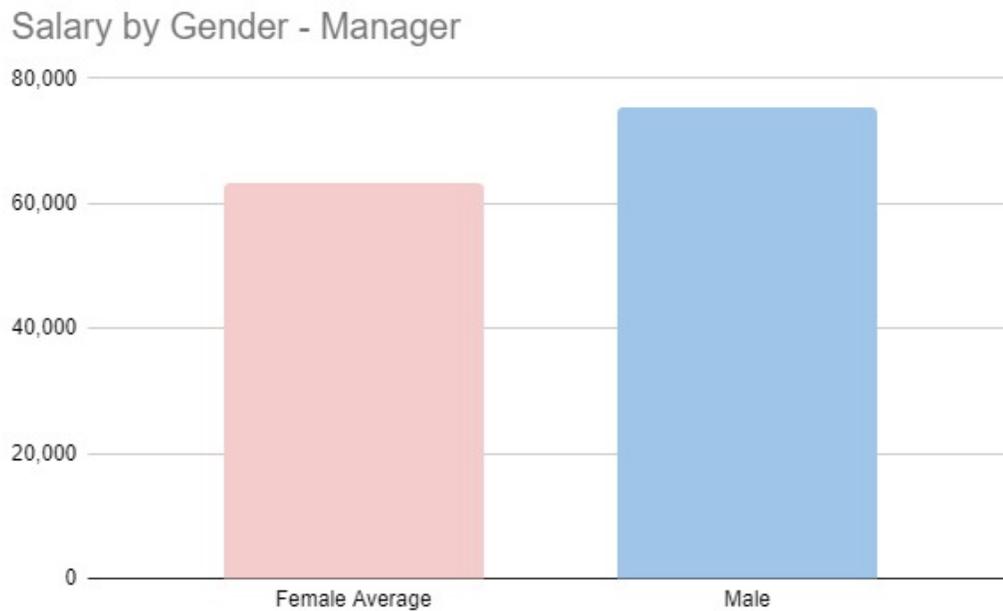
Salary by Gender - Director Job Title/Role

In the Director Job title/role, 94 women and 16 men submitted salary information. The average female salary was \$86,968 and the male salary was \$78,636.



Salary by Gender - Manager Job Title/Role

In the Manager Job title/role, 5 women and 1 man submitted salary information. The average female salary was \$63,000 and the male salary was \$75,000.



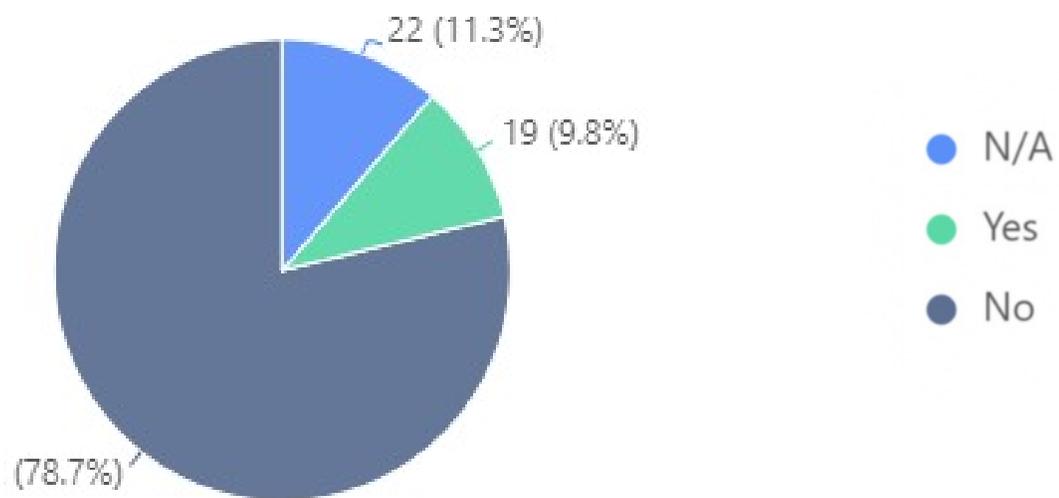
Salary by Gender - Specialist Job Title/Role

In the Manager Job title/role, 9 women and 1 man submitted salary information. The average female salary was \$57,222 and the average male salary was \$55,000.



Are you eligible for a bonus as part of your compensation?

An overwhelming majority 152 (78.7%) of respondents reported they are not eligible for a bonus as a part of their compensation, followed by 19 (9.8%) who are eligible, with 22 (11.3%) N/A.



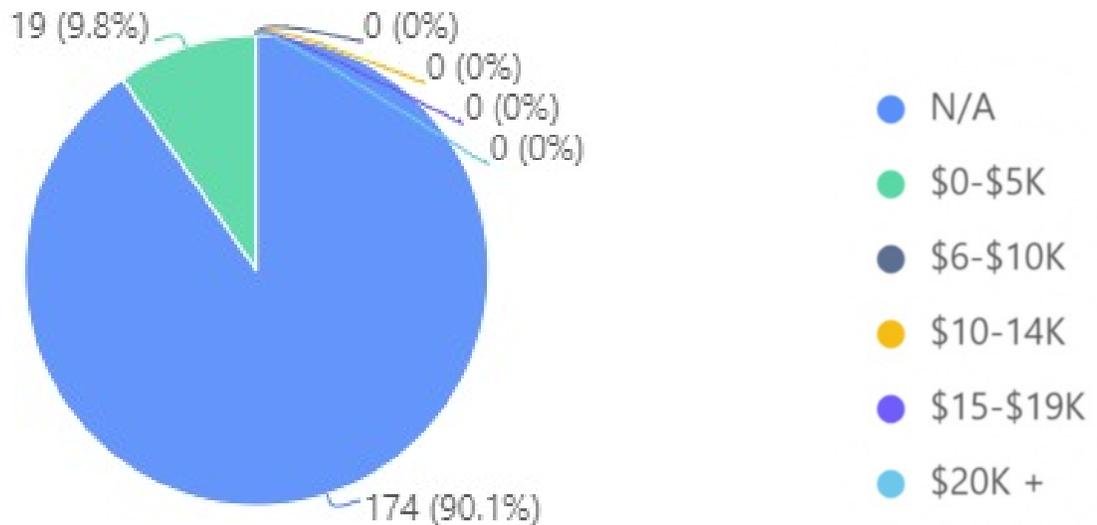
Is your bonus at a fixed amount or variable?

Thirteen (6.7%) respondents reported their bonus is at a variable amount. Seven (3.6%) respondents reported their bonus is at a fixed amount. 173 respondents reported N/A to this question.



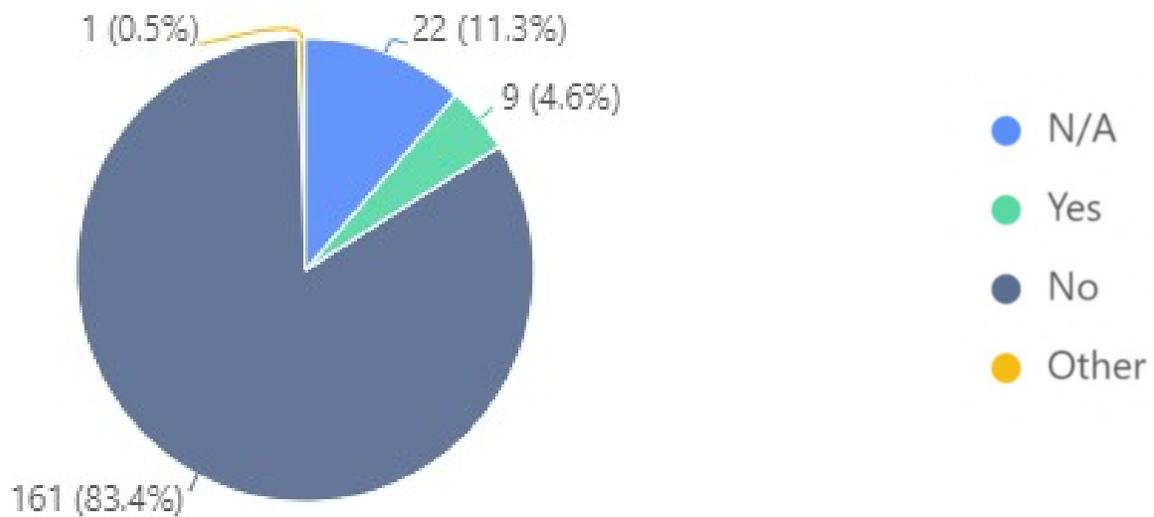
How much was your bonus last school year?

19 (9.8%) respondents reported their bonus last school year was between \$0 - \$5,000. 174 (90.1%) respondents reported N/A for this question N/A. There were zero respondents for all other bonus levels.



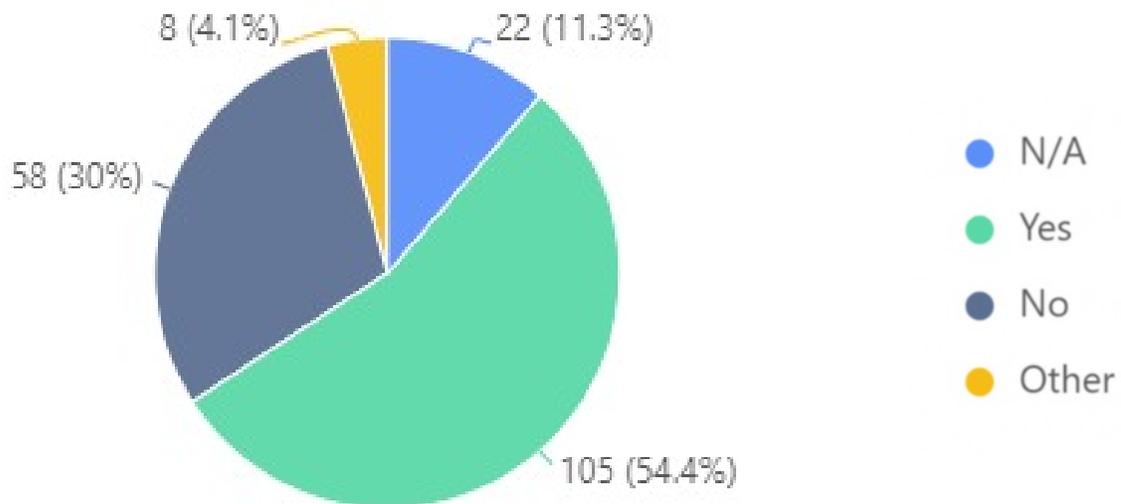
Does school provide your housing?

161 (83.4%) of respondents report their school does not provide their housing, 9 (4.6%) report their school does provide their housing, 1 reported Other and 22 responded with a N/A.



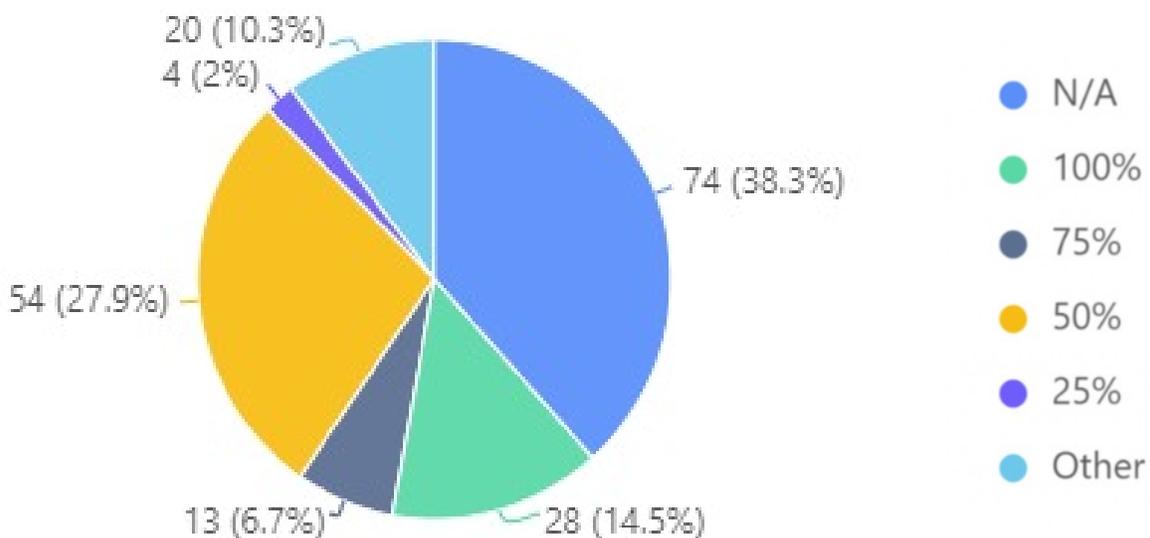
Does school offer you tuition remission for your children?

A large majority, 105 (54.4%) of respondents reported that Yes, their school offers them the ability to eat in the dining hall/cafeteria, 58 (30%) reported No, their school does not offer them the ability to eat in the dining hall / cafeteria. There were 22 (11.3%) N/A and 8 (4.1%) Other responses.



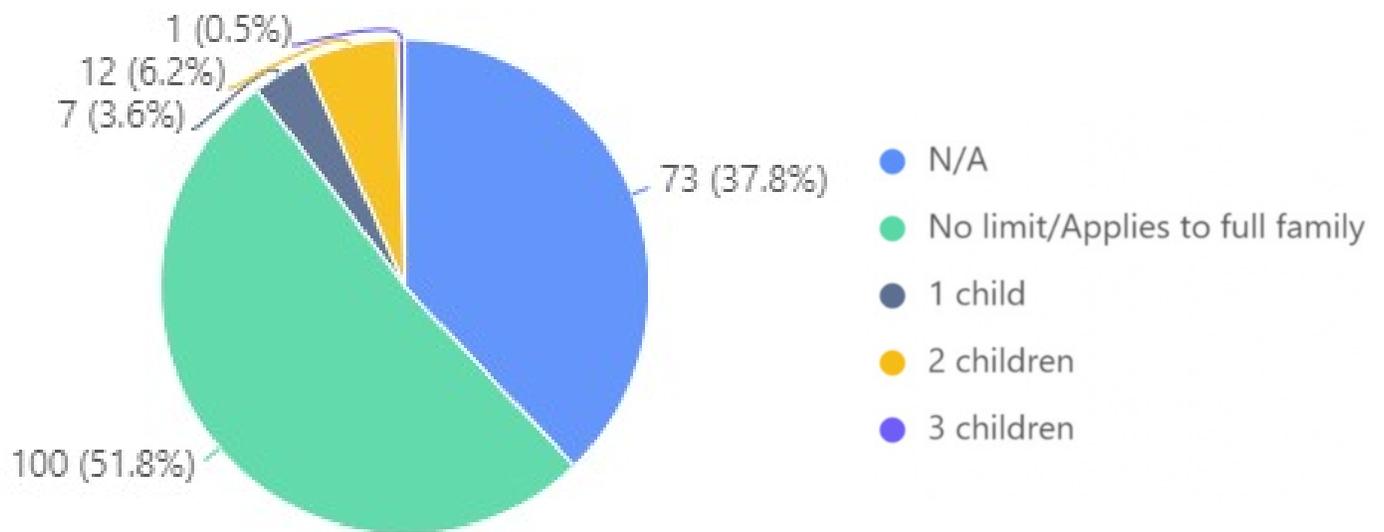
Tuition remission level

54 (27.9%) of respondents receive a 50% tuition remission level, 28 (14.5%) receive 100% remission level, 13 (6.7%), receive a 75% remission level, 4 (2%) receive a 25% level. There were 74 (38.3%) respondents who submitted a N/A response and 20 (10.3%) submitted an Other response.



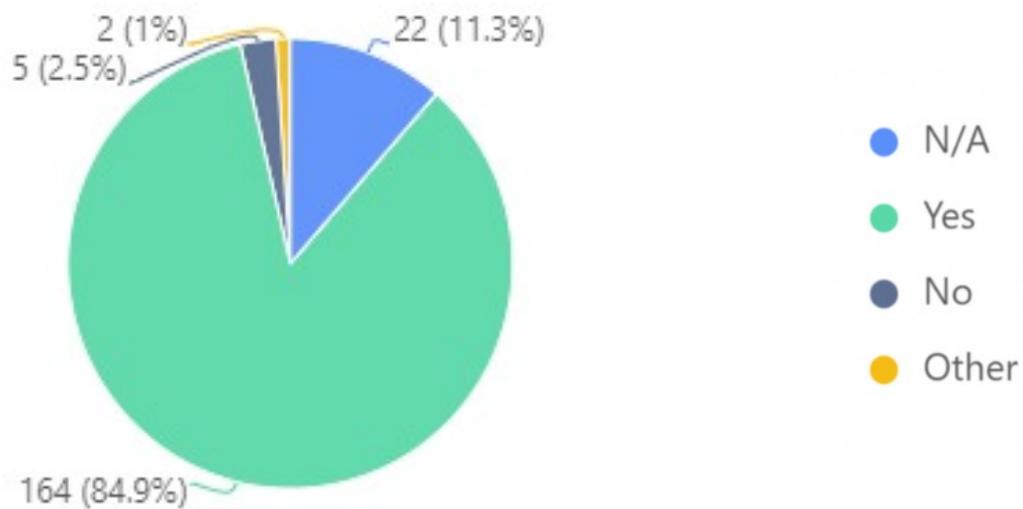
Tuition remission child limit

At 100 (51.8%), a little more than half of the respondents have No tuition remission child limit/Applies to full family, followed by 73 (37.8%) respondents who gave a N/A response, 12 (6.2%) respondents who have a 2 child limit, 7 (3.6%) respondents have a 1 child limit and 1 (0.5%) has a 3 child limit.



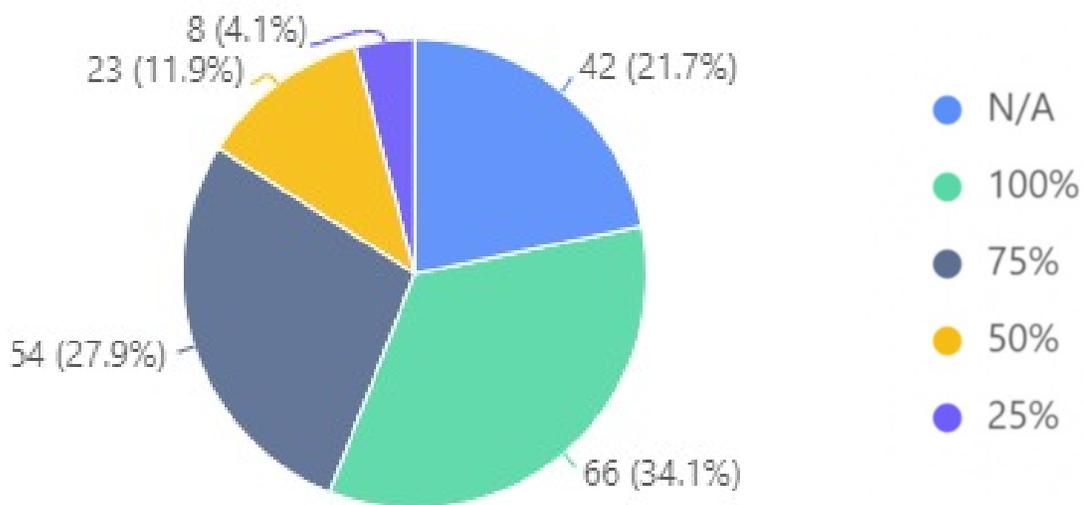
Does school offer you health care benefits?

A large majority of respondents 164 (84.9%) reported they are offered health care benefits from their school, followed by 5 (2.5%) of respondents are not offered health care benefits. 22 (11.3%) respondents gave a N/A response and 2 (1%) respondents gave an Other response.



Health care coverage level

66 (34.1%) respondents report they receive 100% health care coverage level, following 54 (27.9%) who receive 75% coverage level, 23 (11.9%) receive 50% coverage level, 8 (4.1%) receive 25% coverage level and 42 (21.7%) gave a N/A response.



Does your school provide you another benefit that would be considered part of your compensation that is not accounted for above?

Here are the additional benefits respondents reported.

- Cell phone reimbursement and parking allowance
- 2% IRA match, hybrid option, 15 PTO/5 sick/5 mental health
- 401K
- 4013b matching (3% for employees up to 5 years, then 5% after)
- 401K contribution and profit sharing
- 401K match up to 3%
- 401K matching
- 401K or equivalent
- 403(b) matching up to 7%
- 403b
- 403b investment
- 403b match
- 403b matching
- After-school care provided to employee children for no cost
- Automobile costs covered per month and cell phone
- Cell phoen control
- Cell phone reimbursement
- Cellll phone stipend, mileage
- Cell phone, home internet fees
- Commuter credits
- Contribution to 403b
- Dental insurance, reimbursement for professional development, school provided laptop
- Dental, life insurance, matching 403(b) contributions
- Extended care and discount on clubs/camps
- Extended vacation time
- Flights. By the way, my residence is Japan - which was not listed as an option. I selected "Hawaii" as it was the closest.

Does your school provide you another benefit that would be considered part of your compensation that is not accounted for above? (Continued)

- Free parking, 401K match
- Generous opportunities for professional development
- Generous PTO, retirement match, professional development
- Generous PTO, work from home option
- HAS & retirement
- Life insurance
- Matches 9% to my 5% retirement savings
- Matching RRSP program
- On-site child care (tuition is market rate)
- Our sister high school offers ½ tuition for my child
- Paid time off for all holidays
- Pays toll road expenses
- Reduced before/after care and club fees
- Retirement
- Retirement contributions
- Retirement match
- Retirement match 8%, short and long term disability
- Retirement matching
- Retirement plan
- Retirement Savings Plan (up to 5% company match for Senior Leadership)
- Retirement with match up to 6%
- Retirement, vacation days
- Small match for 403b (maybe a thousand a year?)
- Some professional development money each year
- Strong retirement contribution
- Technology stipend
- School covers the first 75% of the health care deductible

Does your school provide you another benefit that would be considered part of your compensation that is not accounted for above? (Continued)

- School offers a TIAA account and they partially match the portion that an employee contributes
- TIAA Contribution
- Vacation time at the holidays that is not counted against paid vacation days earned
- Wellness benefit
- Yes, 403(b)

About MarCom Society

MarCom Society is an exclusive community for marketing and communication (MarCom) professionals at schools throughout the world and offers a wide variety of events, programs and online training throughout the year.

Resources include:

- Book club
- Community forum
- Courses
- Expert workshops
- Job board
- Live training
- Masterclass
- Office hours
- Quick win (short videos)
- Resource library (downloadable)
- Virtual conferences
- And much more!

We invite you to learn more at [MarCom Society](#).

