

Marketing Coordinator

Coordinate marketing programs in support of an organization's programs and services. Participate in the development and implementation of marketing activities including advertising creation and placement, market research and analysis, brand management and promotion, and customer identification and segmentation.

Degree of Match	
More	16.7%
Equal	60.0%
Less	23.3%

All Organizations		Actual Average Base Pay	Actual Bonus Paid	Average Years with the Organization	Average Years in the Position
Data as of April 1, 2022					
Survey Data	Number of Responses	30	11	25	20
	Number of FTE	28	7	23	17
	Number of PTE	6	4	6	5
	Average	\$47,720	\$1,345	3.3	3.1
	P25	\$40,000	\$600	1.0	1.0
	P50	\$45,763	\$1,000	2.0	2.0
Bonus Eligibility	Eligible	48.0%			
	Not Eligible	52.0%			
Majority of incumbents in this position work	On-site	16.7%			
	Hybrid	58.3%			
	Remote	25.0%			
Workweek Hours	Average	38.8			
	P25	40.0			
	P50	40.0			
	P75	40.0			

SAMPLE

Marketing Coordinator (continued)

2022 Annual Budget		Actual	Actual Bonus	Average	Average
Data as of April 1, 2022		Average	Actual Bonus	Years with	Years in the
		Base Pay	Paid	the	Position
				Organization	
< \$400,000	Number of Responses	1	1	1	0
	Number of FTE	1	1	1	0
	Number of PTE	0	0	0	0
	Average	*****	*****	*****	*****
	P25	*****	*****	*****	*****
	P50	*****	*****	*****	*****
	P75	*****	*****	*****	*****
\$400,000 - \$699,999	Number of Responses	2	0	2	2
	Number of FTE	2	0	2	2
	Number of PTE	0	0	0	0
	Average	*****	*****	*****	*****
	P25	*****	*****	*****	*****
	P50	*****	*****	*****	*****
	P75	*****	*****	*****	*****
\$700,000 - \$999,999	Number of Responses	6	3	5	3
	Number of FTE	5	2	4	3
	Number of PTE	1	1	1	0
	Average	\$46,442	*****	3.2	*****
	P25	\$35,125	*****	1.0	*****
	P50	\$45,000	*****	1.0	*****
	P75	\$54,656	*****	3.0	*****
\$1,000,000 - \$1,499,999	Number of Responses	5	3	4	3
	Number of FTE	3	2	2	1
	Number of PTE	2	1	2	2
	Average	\$40,713	*****	*****	*****
	P25	\$36,500	*****	*****	*****
	P50	\$40,800	*****	*****	*****
	P75	\$44,000	*****	*****	*****
\$1,500,000 - \$2,999,999	Number of Responses	7	1	5	5
	Number of FTE	6	0	4	4
	Number of PTE	2	1	2	2
	Average	\$47,451	*****	2.8	2.6
	P25	\$45,000	*****	1.8	2.0
	P50	\$45,760	*****	2.0	2.0
	P75	\$49,200	*****	4.0	2.0

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Marketing Coordinator (continued)

2022 Annual Budget		Actual	Actual Bonus	Average	Average
Data as of April 1, 2022		Average	Actual Bonus	Years with	Years in the
		Base Pay	Paid	the	Position
				Organization	
\$3,000,000 - \$4,999,999	Number of Responses	2	1	2	2
	Number of FTE	2	0	2	2
	Number of PTE	1	1	1	1
	Average	*****	*****	*****	*****
	P25	*****	*****	*****	*****
	P50	*****	*****	*****	*****
	P75	*****	*****	*****	*****
>= \$5,000,000	Number of Responses	5	2	5	4
	Number of FTE	7	2	7	4
	Number of PTE	0	0	0	0
	Average	\$58,348	*****	2.4	*****
	P25	\$55,100	*****	1.5	*****
	P50	\$59,840	*****	2.0	*****
	P75	\$61,000	*****	2.7	*****

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Marketing Coordinator (continued)

Region		Actual Average Base Pay	Actual Bonus Paid	Average Years with the Organization	Average Years in the Position
Data as of April 1, 2022					
North Central U.S. (IL, IN, IA, MI, MN, NE, ND, OH, SD, WI)	Number of Responses	8	1	6	6
	Number of FTE	6	0	4	4
	Number of PTE	2	1	2	2
	Average	\$40,074	*****	2.8	2.0
	P25	\$36,500	*****	1.3	1.3
	P50	\$41,000	*****	2.0	2.0
	P75	\$45,190	*****	4.3	2.0
Northeast U.S. (CT, DE, ME, MD, MA, NH, NJ, NY, PA, RI, VT)	Number of Responses	3	2	3	3
	Number of FTE	3	1	3	3
	Number of PTE	1	1	1	1
	Average	*****	*****	*****	*****
	P25	*****	*****	*****	*****
	P50	*****	*****	*****	*****
	P75	*****	*****	*****	*****
Northwest U.S. (AK, CA, HI, ID, MT, OR, WA, WY)	Number of Responses	10	3	8	7
	Number of FTE	9	1	7	7
	Number of PTE	2	2	2	1
	Average	\$51,074	*****	4.2	3.5
	P25	\$41,850	*****	1.4	1.3
	P50	\$49,722	*****	2.6	2.0
	P75	\$60,000	*****	4.8	2.6
South Central U.S. (AK, LA, MO, OK, TX, KS)	Number of Responses	0	0	0	0
	Number of FTE	0	0	0	0
	Number of PTE	0	0	0	0
	Average	*****	*****	*****	*****
	P25	*****	*****	*****	*****
	P50	*****	*****	*****	*****
	P75	*****	*****	*****	*****
Southeast U.S. (AL, DC, FL, GA, KY, MS, NC, SC, TN, VA, WV)	Number of Responses	2	1	2	1
	Number of FTE	1	1	1	0
	Number of PTE	1	0	1	1
	Average	*****	*****	*****	*****
	P25	*****	*****	*****	*****
	P50	*****	*****	*****	*****
	P75	*****	*****	*****	*****
Southwest U.S. (AZ, CO, NV, NM, UT)	Number of Responses	7	4	6	3
	Number of FTE	9	4	8	3
	Number of PTE	0	0	0	0
	Average	\$54,227	*****	3.8	*****
	P25	\$45,800	*****	1.4	*****
	P50	\$56,208	*****	2.8	*****
	P75	\$63,392	*****	4.5	*****

Marketing Coordinator (continued)

City / State		Actual Average Base Pay	Actual Bonus Paid	Average Years with the Organization	Average Years in the Position
California	Number of Responses	2	1	2	1
	Number of FTE	2	0	2	2
	Number of PTE	1	1	1	0
	Average	*****	*****	*****	*****
	P25	*****	*****	*****	*****
	P50	*****	*****	*****	*****
	P75	*****	*****	*****	*****
Colorado	Number of Responses	3	1	3	2
	Number of FTE	5	1	5	2
	Number of PTE	0	0	0	0
	Average	*****	*****	*****	*****
	P25	*****	*****	*****	*****
	P50	*****	*****	*****	*****
	P75	*****	*****	*****	*****
District Of Columbia	Number of Responses	0	0	0	0
	Number of FTE	0	0	0	0
	Number of PTE	0	0	0	0
	Average	*****	*****	*****	*****
	P25	*****	*****	*****	*****
	P50	*****	*****	*****	*****
	P75	*****	*****	*****	*****
Idaho	Number of Responses	2	1	1	1
	Number of FTE	2	1	1	1
	Number of PTE	0	0	0	0
	Average	*****	*****	*****	*****
	P25	*****	*****	*****	*****
	P50	*****	*****	*****	*****
	P75	*****	*****	*****	*****
Illinois	Number of Responses	1	0	1	1
	Number of FTE	0	0	0	0
	Number of PTE	0	0	0	0
	Average	*****	*****	*****	*****
	P25	*****	*****	*****	*****
	P50	*****	*****	*****	*****
	P75	*****	*****	*****	*****
Montana	Number of Responses	1	0	1	1
	Number of FTE	1	0	1	1
	Number of PTE	0	0	0	0
	Average	*****	*****	*****	*****
	P25	*****	*****	*****	*****
	P50	*****	*****	*****	*****
	P75	*****	*****	*****	*****

SAMPLE

Marketing Coordinator (continued)

City / State		Actual Average Base Pay	Actual Bonus Paid	Average Years with the Organization	Average Years in the Position
New England (CT, MA, ME, NH, RI, VT)	Number of Responses	2	1	2	2
	Number of FTE	2	0	2	2
	Number of PTE	1	1	1	1
	Average	*****	*****	*****	*****
	P25	*****	*****	*****	*****
	P50	*****	*****	*****	*****
	P75	*****	*****	*****	*****
Oregon	Number of Responses	4	1	3	3
	Number of FTE	3	0	2	2
	Number of PTE	1	1	1	1
	Average	*****	*****	*****	*****
	P25	*****	*****	*****	*****
	P50	*****	*****	*****	*****
	P75	*****	*****	*****	*****
Portland, OR	Number of Responses	3	0	2	2
	Number of FTE	3	0	2	2
	Number of PTE	0	0	0	0
	Average	*****	*****	*****	*****
	P25	*****	*****	*****	*****
	P50	*****	*****	*****	*****
	P75	*****	*****	*****	*****
Utah	Number of Responses	2	2	2	0
	Number of FTE	2	2	2	0
	Number of PTE	0	0	0	0
	Average	*****	*****	*****	*****
	P25	*****	*****	*****	*****
	P50	*****	*****	*****	*****
	P75	*****	*****	*****	*****
Washington	Number of Responses	1	0	1	1
	Number of FTE	1	0	1	1
	Number of PTE	0	0	0	0
	Average	*****	*****	*****	*****
	P25	*****	*****	*****	*****
	P50	*****	*****	*****	*****
	P75	*****	*****	*****	*****
Wisconsin	Number of Responses	2	0	1	1
	Number of FTE	2	0	1	1
	Number of PTE	0	0	0	0
	Average	*****	*****	*****	*****
	P25	*****	*****	*****	*****
	P50	*****	*****	*****	*****
	P75	*****	*****	*****	*****

Marketing Coordinator (continued)

Type of Community		Actual Average Base Pay	Actual Bonus Paid	Average Years with the Organization	Average Years in the Position
Data as of April 1, 2022					
Urban	Number of Responses	14	4	11	10
	Number of FTE	13	2	10	9
	Number of PTE	2	2	2	2
	Average	\$49,419	*****	3.6	3.1
	P25	\$42,750	*****	1.0	1.0
	P50	\$46,283	*****	1.5	1.8
	P75	\$57,750	*****	5.0	2.8
Suburban	Number of Responses	7	3	6	4
	Number of FTE	7	3	6	2
	Number of PTE	2	0	2	2
	Average	\$42,496	*****	3.1	*****
	P25	\$34,750	*****	2.2	*****
	P50	\$38,000	*****	2.8	*****
	P75	\$49,550	*****	4.5	*****
Rural	Number of Responses	9	4	8	6
	Number of FTE	8	2	7	6
	Number of PTE	2	2	2	1
	Average	\$49,139	*****	3.1	3.7
	P25	\$40,000	*****	1.0	1.3
	P50	\$47,400	*****	2.0	2.1
	P75	\$56,208	*****	3.5	5.1

SAMPLE

Marketing Coordinator (continued)

Field of Work		Actual Average Base Pay	Actual Bonus Paid	Average Years with the Organization	Average Years in the Position
Data as of April 1, 2022					
Consumption and Sustainable Behavior	Number of Responses	3	1	3	2
	Number of FTE	4	1	4	3
	Number of PTE	0	0	0	0
	Average	*****	*****	*****	*****
	P25	*****	*****	*****	*****
	P50	*****	*****	*****	*****
	P75	*****	*****	*****	*****
Energy and Climate Action	Number of Responses	4	2	3	1
	Number of FTE	5	1	4	0
	Number of PTE	1	1	1	1
	Average	*****	*****	*****	*****
	P25	*****	*****	*****	*****
	P50	*****	*****	*****	*****
	P75	*****	*****	*****	*****
Environmental Health, Environmental Justice	Number of Responses	5	2	4	4
	Number of FTE	4	1	3	3
	Number of PTE	2	1	2	2
	Average	\$47,042	*****	*****	*****
	P25	\$42,000	*****	*****	*****
	P50	\$44,000	*****	*****	*****
	P75	\$45,766	*****	*****	*****
Species and Habitat Conservation (Public Lands, Private Lands, Ecosystems, Watersheds, Wildlife Smart Growth, Land Use, Recreation)	Number of Responses	18	6	15	13
	Number of FTE	15	4	12	11
	Number of PTE	3	2	3	2
	Average	\$47,355	\$1,750	3.5	2.8
	P25	\$38,500	\$675	1.0	1.0
	P50	\$45,900	\$1,800	2.0	2.0
	P75	\$55,931	\$2,475	4.5	2.3

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