

SMPS Oregon & Seattle

2022 Salary Survey



Prepared in collaboration by an ad hoc committee of SMPS Oregon and SMPS Seattle members.

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2022 Salary Survey

Foreward

Feeling uncertain and nervous about compensation negotiations? Curious what your wage increases could look like as you advance in your career? Is your company behind or ahead of the curve on the benefits it offers? Considering a move between Oregon and Seattle and wondering how wage compares in each city?

Look no further—the 2022 OR-WA SMPS Salary Survey has arrived! Thank you to all the marketing and business development professionals who contributed this vital information. With a balanced number of respondents in each location, there are useful statistics to help inform your future compensation conversations and comparable analytics that demonstrate wage differences in each marketplace.

Highlights include:

- 51% of respondents reported an increase in the total number of marketing and full-time business development staff across their firm
- Over 93% of respondents reported receiving a wage increase
- 74% of companies provide an option to work remotely
- 64% of respondents work from home at least part of the time

The salary survey is a benefit of your membership with SMPS and is yours at **no charge**. Thank you for supporting your chapter and to your contributions to the AEC industry!



Allison Tivnon
Senior Marketing Strategist, Middle of Six

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Introduction

The SMPS Oregon and SMPS Seattle Salary Survey Questionnaire for 2022 was developed by an ad hoc committee of SMPS Oregon and SMPS Seattle members. The survey questionnaire was distributed independently using Google Forms. Where relevant, historical data was used from the 2007, 2011, 2012, 2014, 2016, 2018, and 2020 Salary Surveys to show historical trends in the Oregon marketplace*.

Purpose

SMPS Oregon and SMPS Seattle* conduct this Salary Survey every two years with the goal of assisting professional services marketers local to the Pacific Northwest region in comparing positions in the architecture, engineering, and construction industry.

Methods

The 49 question anonymous survey was announced through SMPS Oregon and SMPS Seattle news and social media channels. The survey was open to all members and nonmembers of SMPS. The survey was conducted using Google Forms and analysis was downloaded and performed using Excel by the committee. Each result table or graph shows the total number of responders and number of non-responders per question. It is important to note that in all locations where salary data is shown (high, low, average and median), these figures do NOT include bonuses, commissions, and fringe benefits, and includes part-time and full-time employees.

- The salaries have been adjusted for time worked (i.e. part time salaries have been adjusted to full-time)
- Outliers have been removed from the dataset
- When there are less than 3 responses for any questions, the average salary data as been removed

Respondents

A total of 233 complete responses were obtained during a 6 week period between April 2022 through May 2022, 79% were SMPS members. The map to the right shows the percentages of survey respondents per their location throughout Oregon and Washington.

Please Note

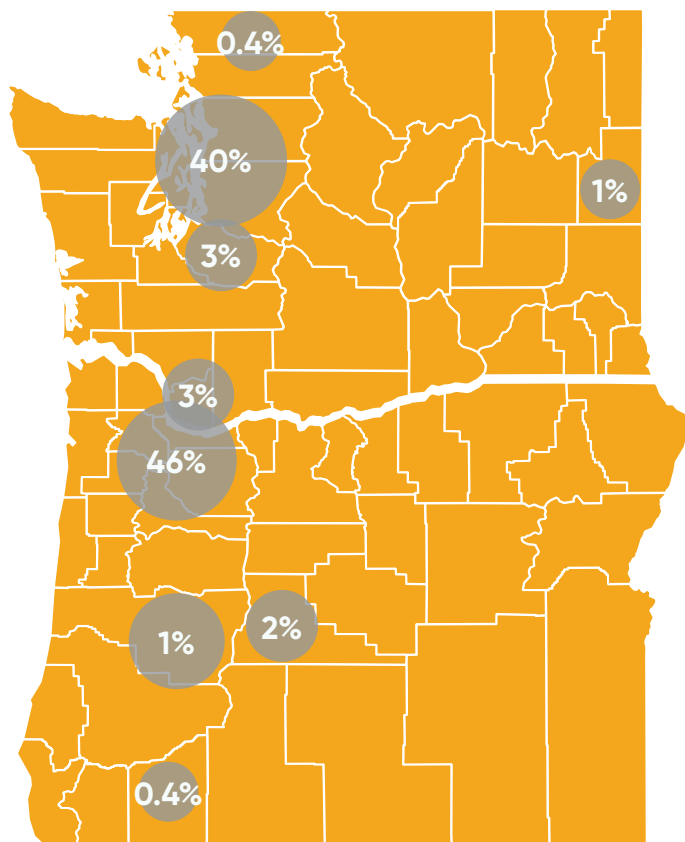
This Salary Survey was prepared entirely by SMPS Oregon and SMPS Seattle member volunteers. They are marketers, not human resource specialists or statistical analysts. Please use this information as a general salary overview based on self selected responses.

Questions

Contact Gregory Fritz, SMPS Oregon Chapter President, 2022-2023 at gregory.fritz@pbsusa.com

Thank you

A special thank you to all those that helped with this survey, including Allison Tivnon, Angie Cole, Carly Schaefer, Gregory Fritz, Jessica Congdon, Julia Monroe, Kaitlin Virding, Katy Byers, Kelly Johnson, Madison Pearson, Melanie Cochrun, Stacey Ho, Whitney Peterson, and all others who had a hand in the survey production.



*2022 is the first year that SMPS Seattle has participated in this survey. Therefore, it can be assumed that all historical data relevant only to SMPS Oregon members and respondents.

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Snapshot of Trends.

Recruiting & Retention



The levels of salary satisfaction are likely related to the difficulty many firms are faced with when attempting to recruit new talent. Respondents are likely to stay with their current firm since they are satisfied with their salary.

Positive Movement

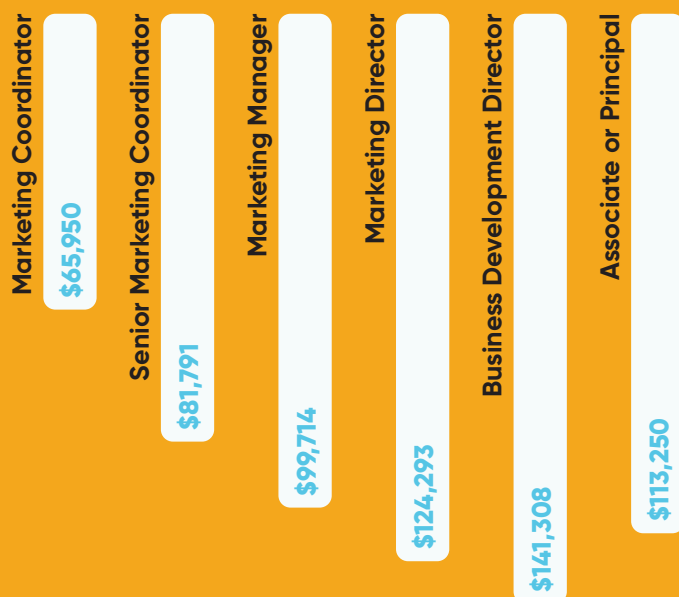


Team Growth & Experience

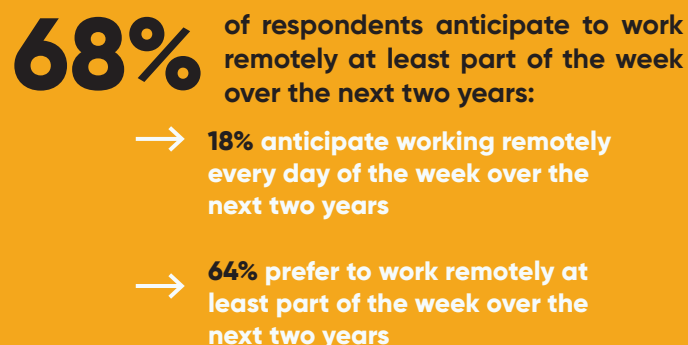
The last 2 years have shown an increase in the average number of staff per marketing team



Median Salary by Job Function



Remote/Hybrid Work

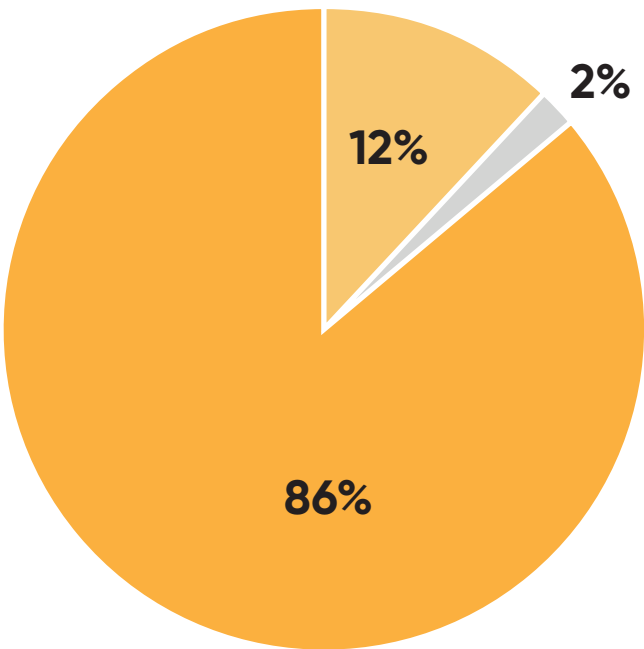


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To which gender do you most identify?

Answered: 233 Skipped: 0



- Woman
- Man
- Non-Binary
- Prefer not to respond

Identity	2022 Average Annual Salary
Woman	\$92,813
Man	\$111,655
Non-Binary	\$78,656
Prefer Not To Respond	N/A

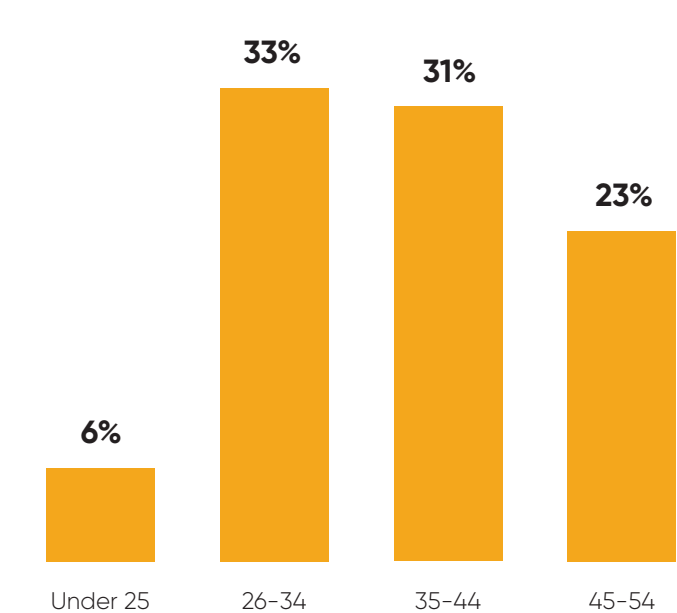
Historical Data*

Gender	Average Annual Salary			
	2007	2016	2018	2020
Female	\$54,700	\$67,048	\$63,664	\$77,686
Male	\$71,000	\$78,853	\$77,750	\$81,217

*All historical Data is SMPS Oregon past survey only. Reminder that 2022 data includes both OR & WA responses.

What is your age?

Answered: 233 Skipped: 0



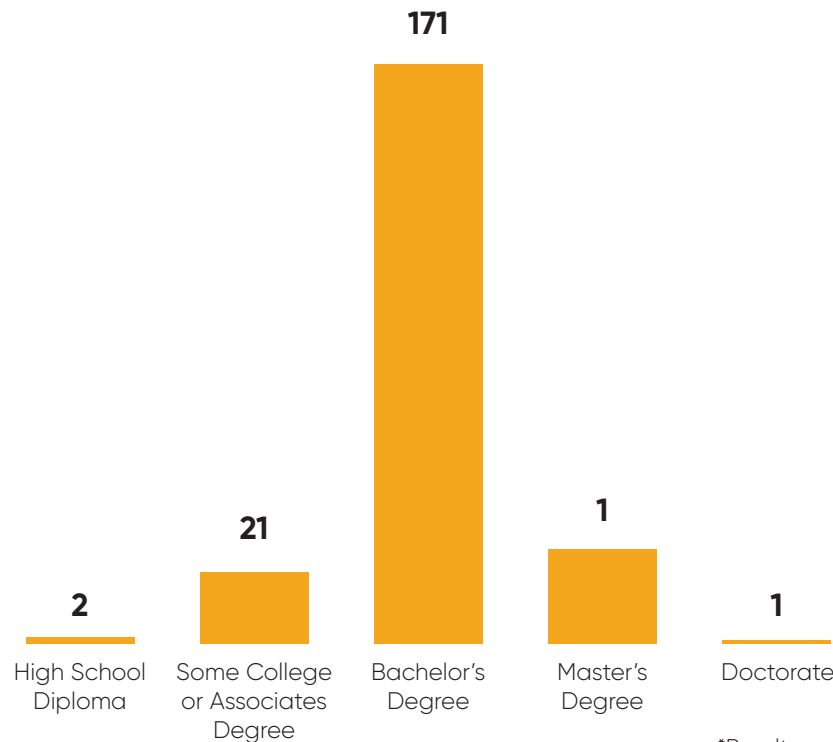
Age	Average Annual Salary
Under 25	\$56,942
26-34	\$78,578
35-44	\$98,863
45-54	\$112,186
55-64	\$128,237

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What is the highest level of formal education you have completed?

Answered: 233 Skipped: 0



*Results are based on # of people, not percentages

If you received a degree(s) from a higher education institution, what is the degree in?

Answered: 212 Skipped: 21



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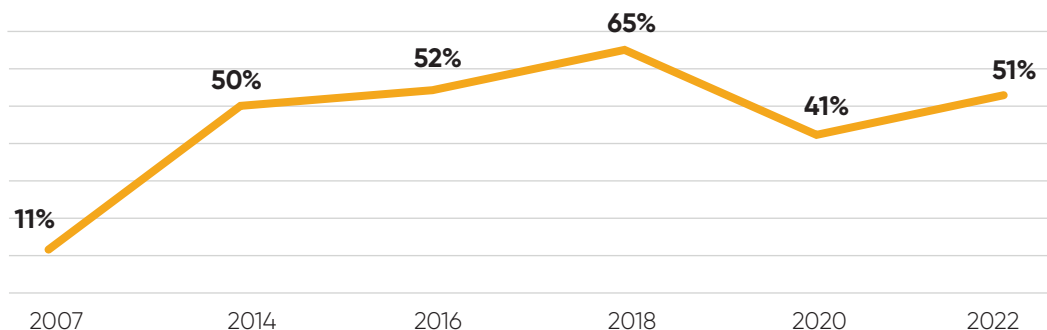
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What professional designation(s) do you currently hold?

Answered: 46 Skipped: 187

Designation	Count	Percent*
CPSM	25	51%
FSMPS	1	22%
LEED	11	2%
APM	2	4%
AIA	2	4%
Other	8	16%

History of CPSM responses:



*All historical Data is SMPS Oregon past survey only. Reminder that 2022 data includes both OR & WA responses.

For those who hold a professional designation, was there a benefit to obtaining it?

Answered: 50 Skipped: 183

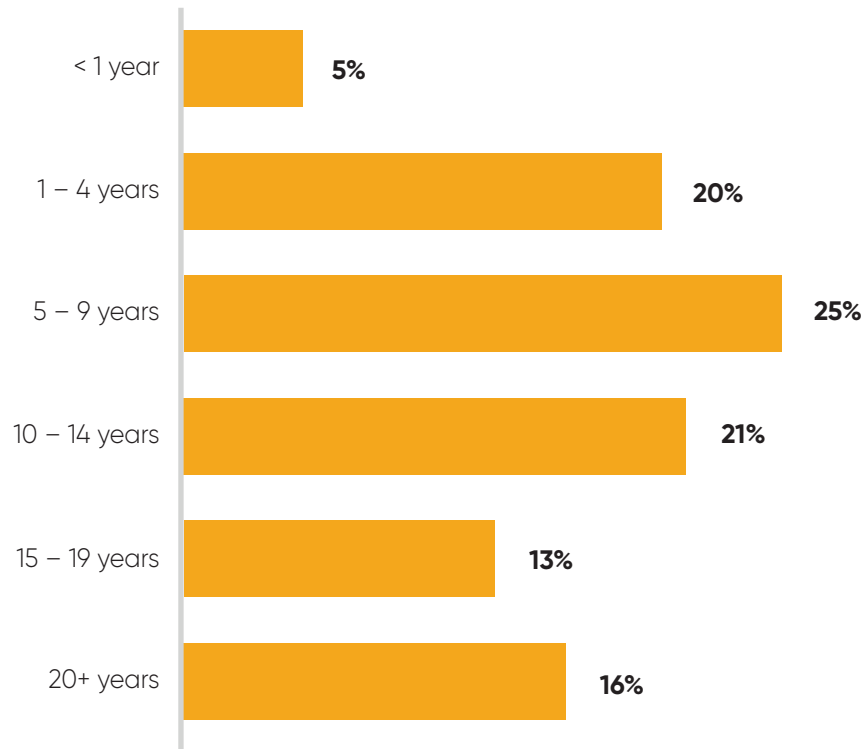
Designation	Count
Yes - I received recognition and enhanced credibility with my employer, clients and peers	35
Yes - I increased my knowledge of the industry	38
Yes - I received a promotion	8
Yes - I received a bonus	8
Yes - I received a pay increase	14
No - I see no benefit from obtaining my professional designation	4

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How many years of experience do you have in **just A/E/C** marketing?

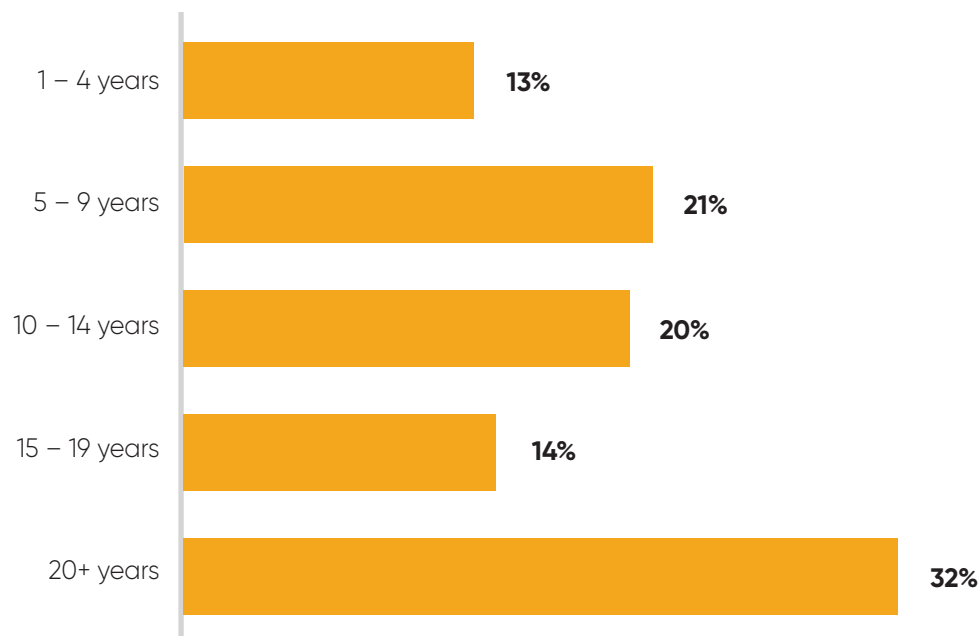
Answered: 233 Skipped: 0



Years of experience	Average annual salary
< 1	\$57,098
1-4	\$72,044
5-9	\$85,067
10-14	\$103,906
15-19	\$107,745
20+	\$126,994

How many years of **total** experience (A/E/C and other industries) do you have?

Answered: 233 Skipped: 0



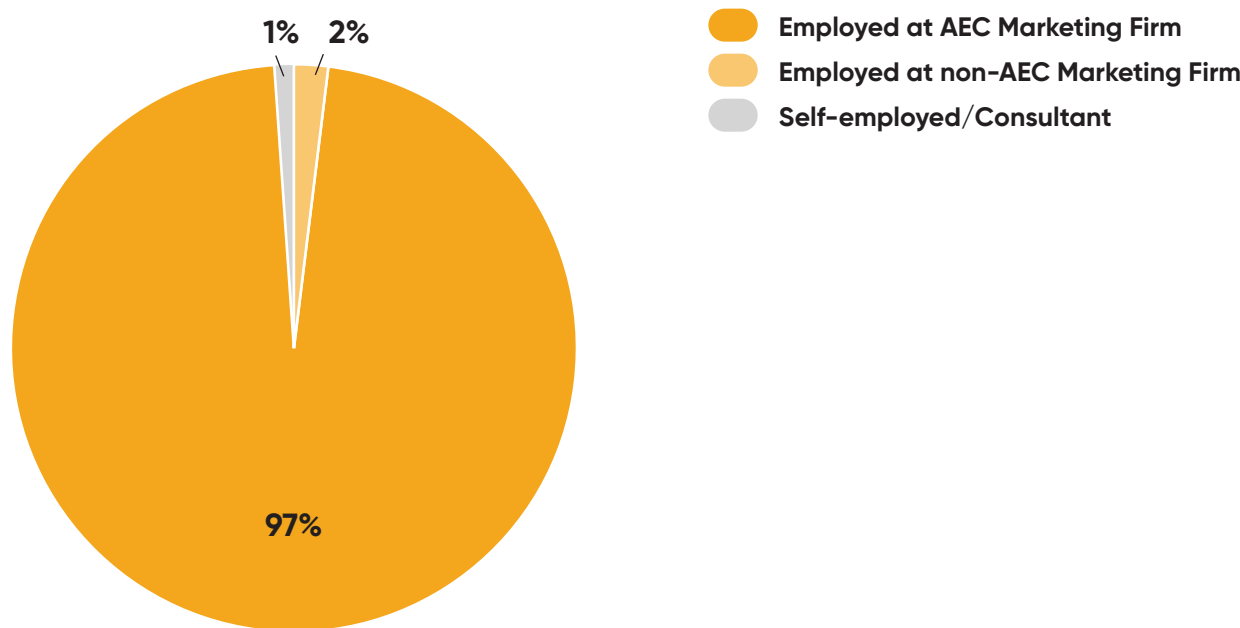
Years of experience	Average annual salary
1-4	\$61,900
5-9	\$75,682
10-14	\$91,578
15-19	\$105,349
20+	\$116,936

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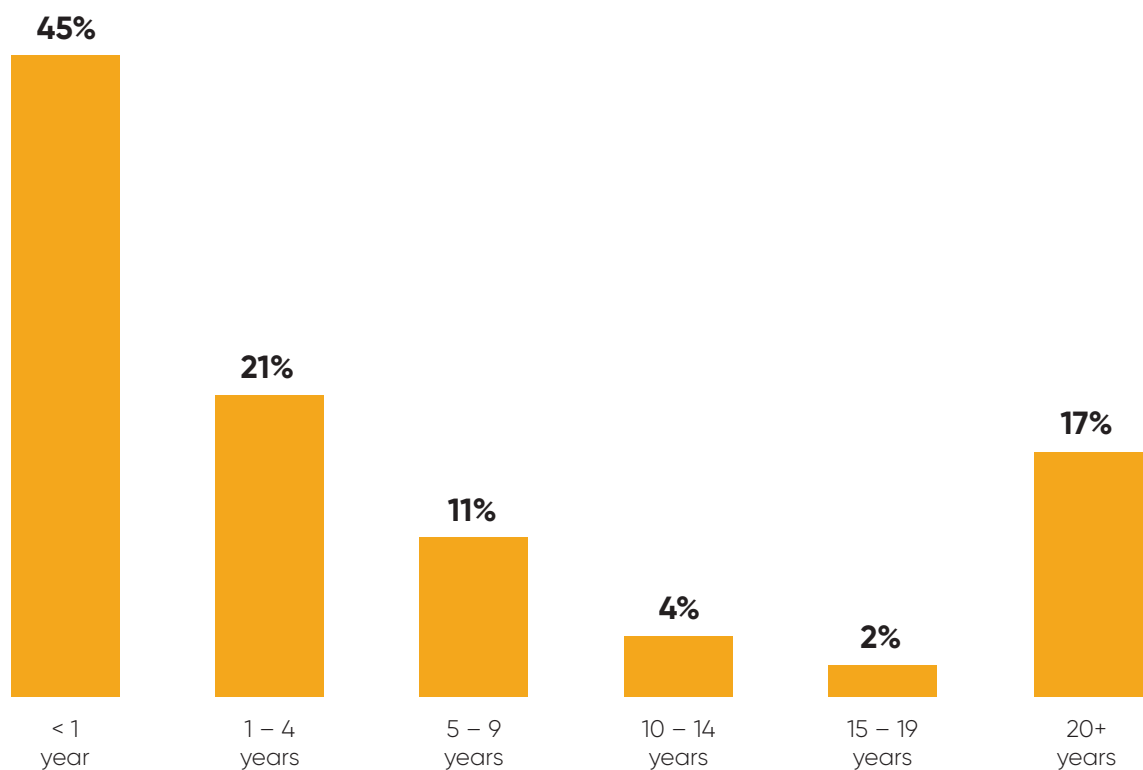
What is your current employment status?

Answered: 233 Skipped: 0



How many years have you worked for your current employer?

Answered: 233 Skipped: 0

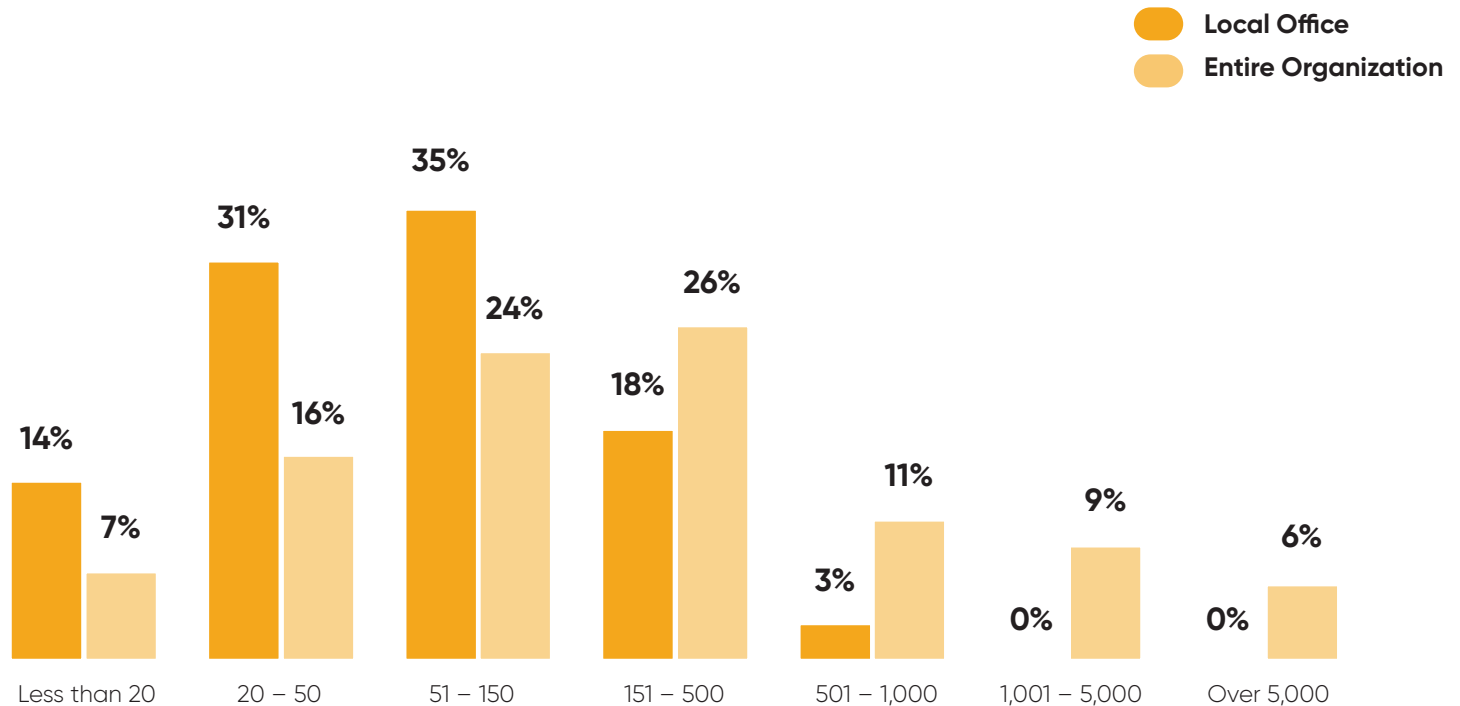


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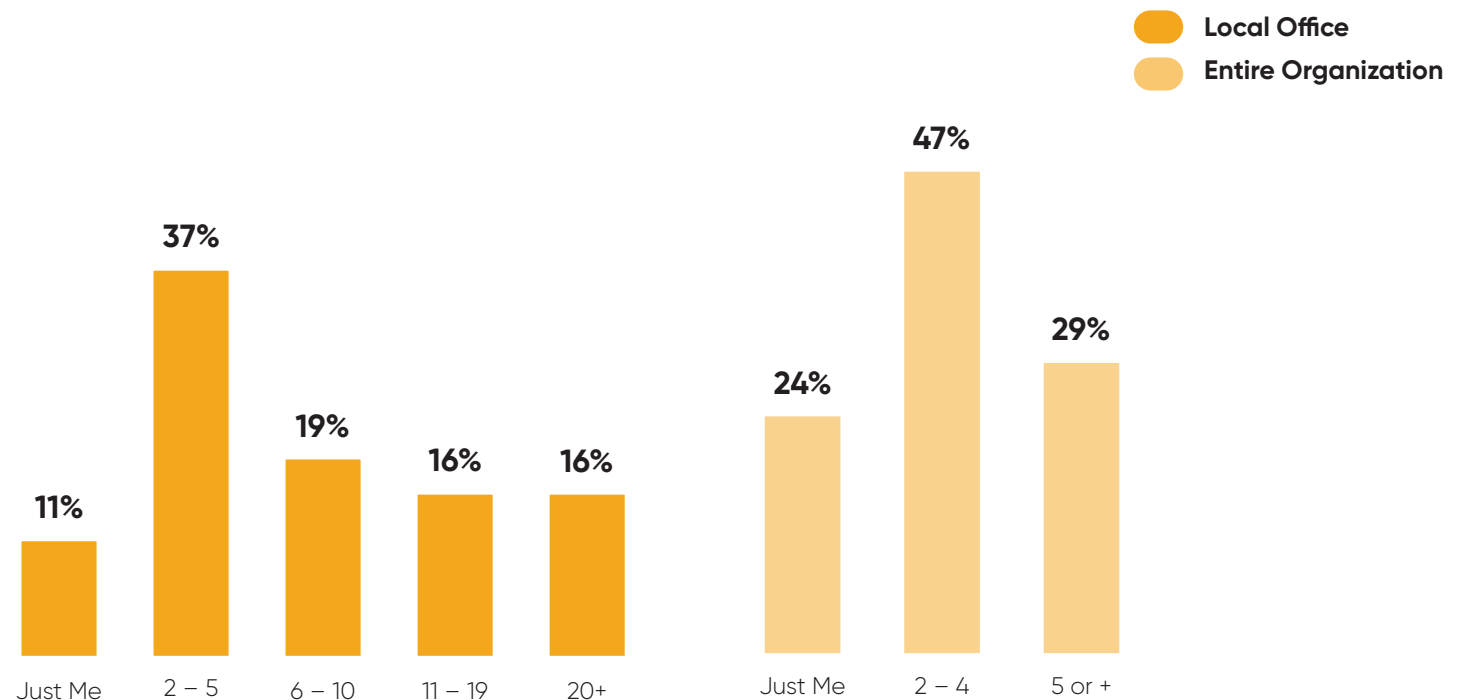
How large is your firm?

Answered: 233 Skipped: 0



How many marketing and/or business development staff are employed by your firm?

Answered: 233 Skipped: 0

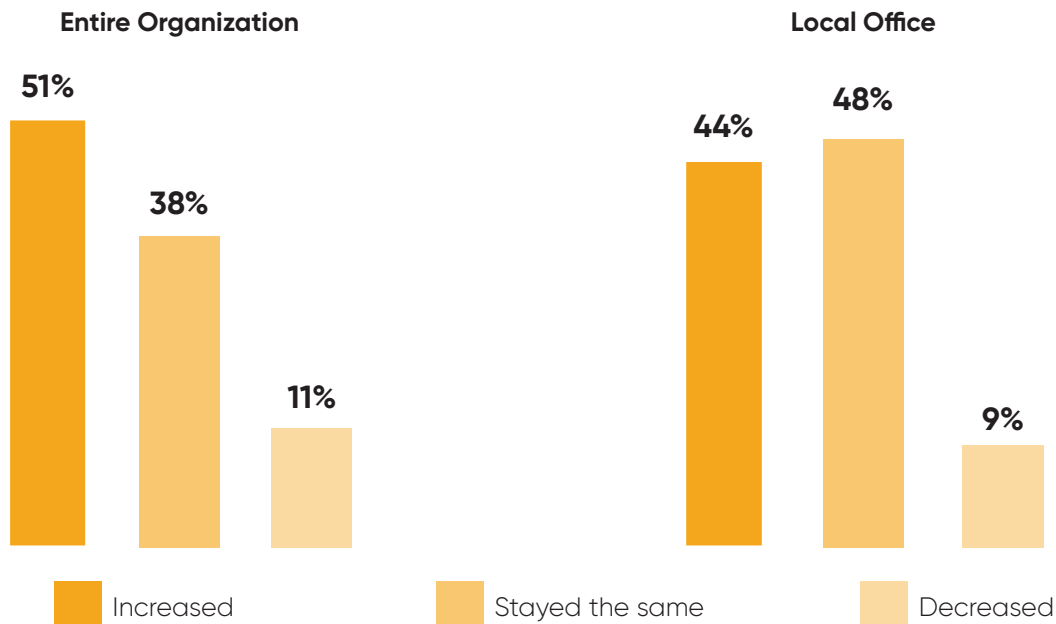


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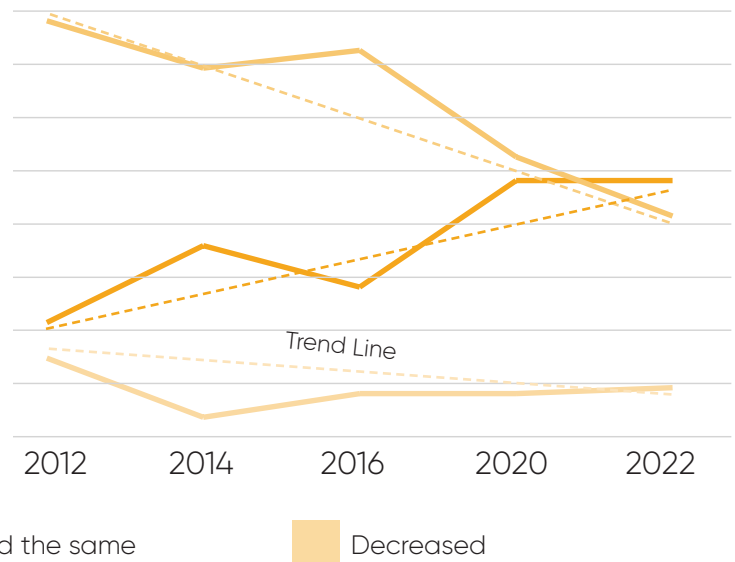
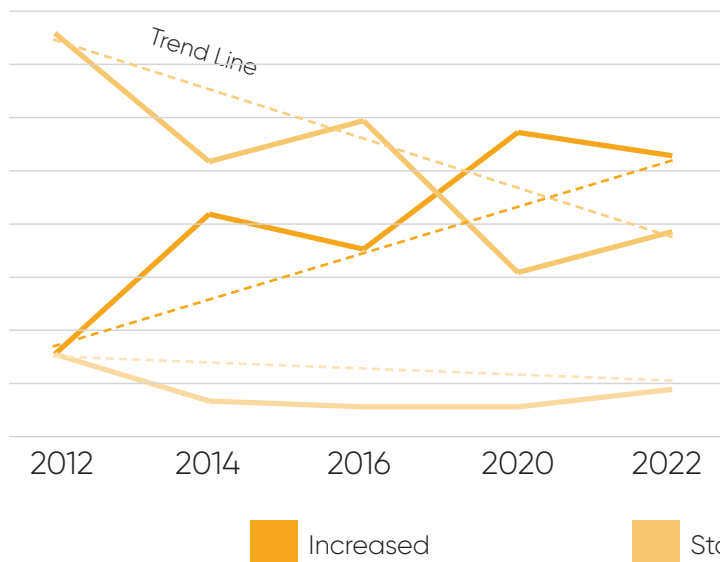
Did the total number of marketing and full-time business development staff in your firm's **entire organization** and **local office** change in the last two years? *

Answered: 233 Skipped: 0



Historical Data*

Answer	2012 All Offices (107)	2012 Local Office (107)	2014 All Offices (100)	2014 Local Office (100)	2016 All Offices (80)	2016 Local Office (80)	2020 All Offices (87)	2020 Local Office (87)	2022 All Offices (233)	2022 Local Office (233)
Increased	17%	20%	41%	33%	35%	26%	55%	44%	51%	44%
Decreased	14%	14%	9%	4%	8%	8%	8%	8%	11%	9%
Stayed the Same	72%	71%	50%	63%	57%	66%	31%	48%	38%	48%
Other	3%	3%	N/A	N/A	N/A	N/A	N/A	N/A		

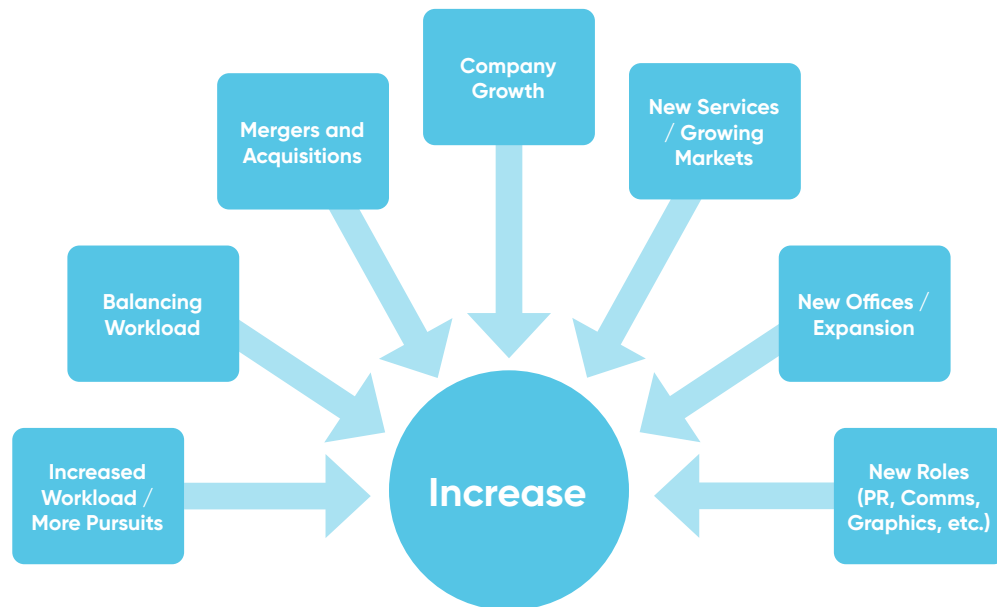


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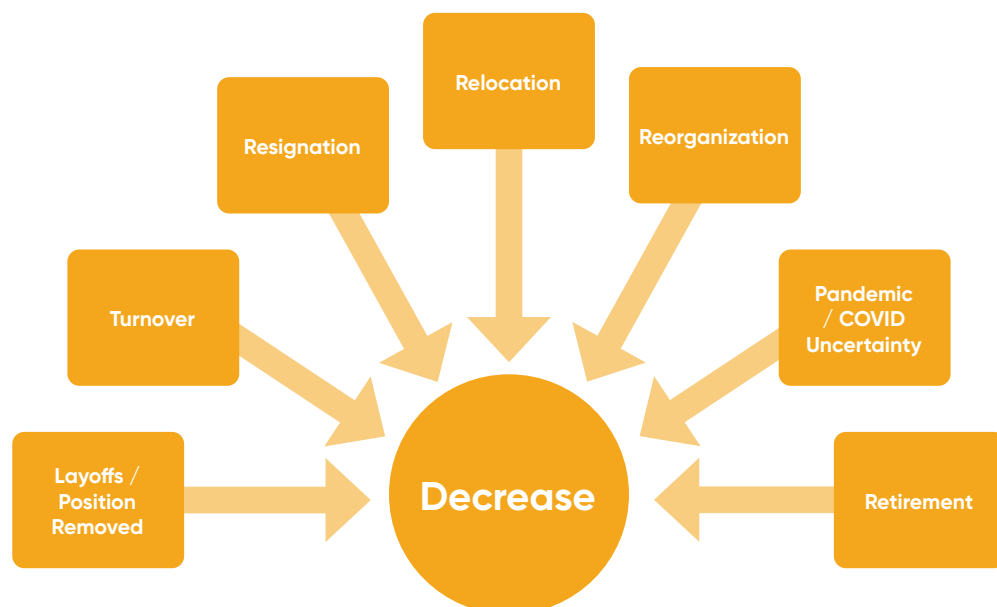
If the total number of marketing and full-time business development staff in your firm (entire organization or local office) **increased**, what was the reason?

Answered: 233 Skipped: 0



If the total number of marketing and full-time business development staff in your firm (entire organization or local office) **decreased**, what was the reason?

Answered: 233 Skipped: 0

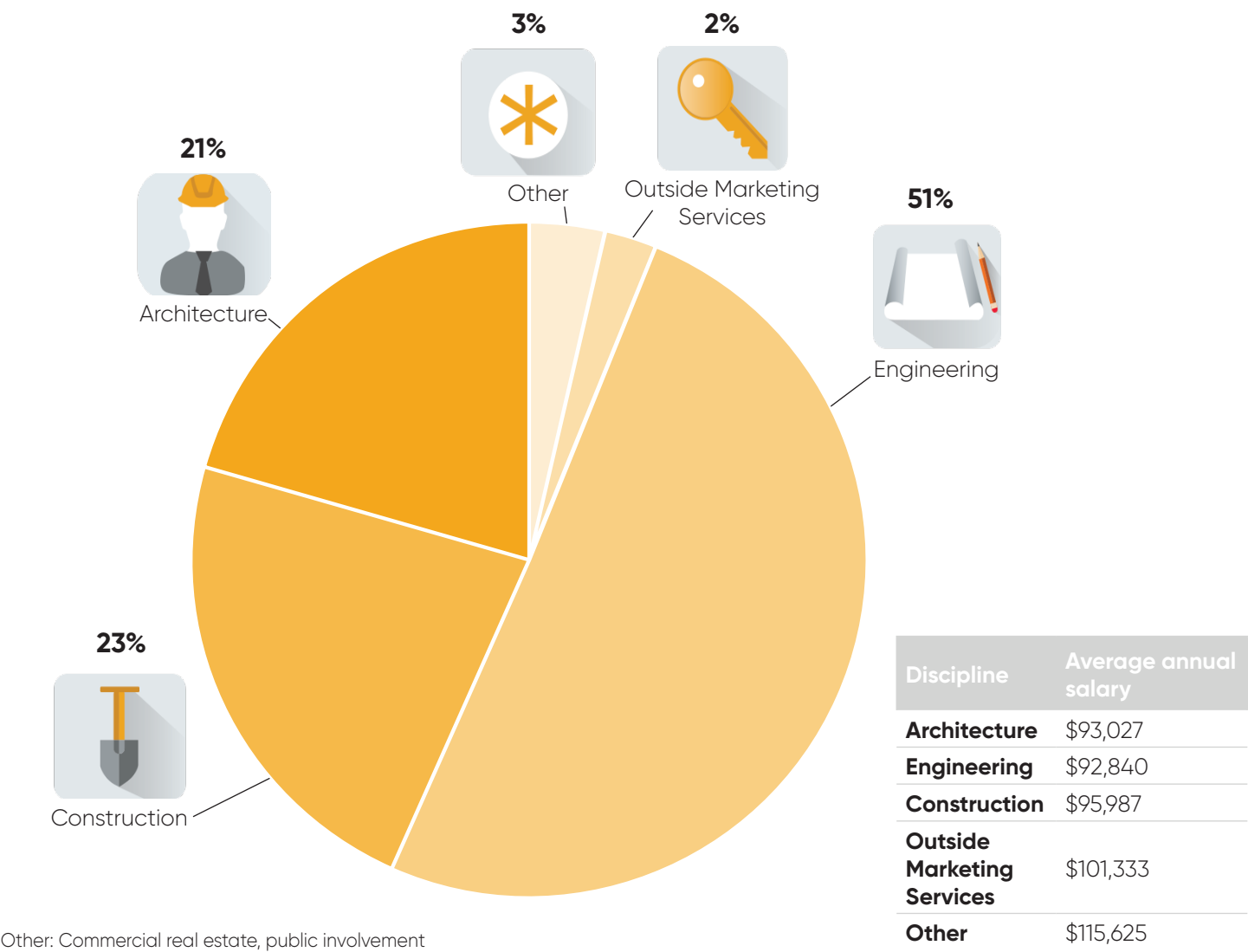


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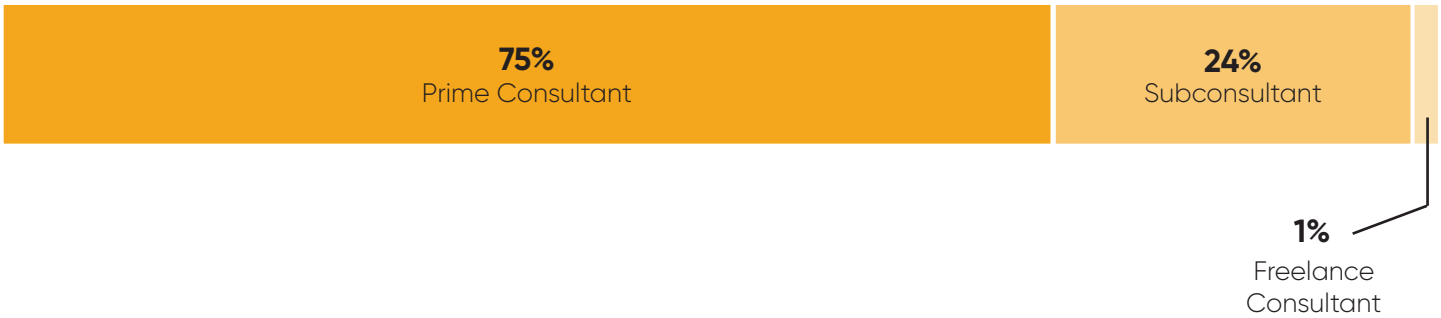
Which one of the following discipline groups most closely defines your firm?

Answered: 233 Skipped: 0



Would you describe your firm as primarily a...?

Answered: 233 Skipped: 0



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Which of the following job titles most closely matches your own?

Answered: 233 Skipped: 0

Job Title	Count	Minimum Salary	Average Salary	Maximum Salary
Associate or Principal	8	\$75,000	\$113,250	\$198,000
OREGON/SW WASHINGTON	5	\$75,000	\$99,400	\$150,000
WASHINGTON	3	\$103,000	\$136,333	\$198,000
Business Development Director	13	\$105,000	\$141,308	\$210,000
OREGON/SW WASHINGTON	5	\$105,000	\$121,667	\$136,000
WASHINGTON	8	\$106,000	\$153,583	\$210,000
Business Development Manager	14	\$77,000	\$99,747	\$123,000
OREGON/SW WASHINGTON	6	\$77,000	\$100,667	\$120,000
WASHINGTON	8	\$80,000	\$99,057	\$123,000
Communications Coordinator	6	\$51,251	\$71,375	\$90,000
OREGON/SW WASHINGTON	3	\$65,000	\$67,333	\$70,000
WASHINGTON	3	\$51,251	\$75,417	\$90,000
Communications Manager	5	\$65,000	\$94,000	\$140,000
Consultant	1	N/A*	N/A*	N/A*
Graphic Designer or other Pursuit Support	4	\$61,000	\$75,800	\$100,000
Information System Manager, Analyst, or Database Administrator	3	\$74,000	\$94,667	\$108,000
Marketing Director	32	\$77,653	\$124,293	\$223,000
OREGON/SW WASHINGTON	18	\$77,653	\$114,965	\$185,000
WASHINGTON	13	\$88,000	\$134,462	\$223,000
Marketing Manager	66	\$62,010	\$99,714	\$168,000
OREGON/SW WASHINGTON	31	\$63,000	\$94,868	\$138,000
WASHINGTON	33	\$65,520	\$105,703	\$168,000
Senior Marketing/Proposal or Pursuit Coordinator	28	\$59,280	\$81,791	\$103,000
OREGON/SW WASHINGTON	17	\$59,280	\$83,789	\$103,000
WASHINGTON	11	\$69,000	\$78,703	\$85,500
Marketing/Proposal or Pursuit Coordinator	39	\$48,880	\$65,950	\$102,960
OREGON/SW WASHINGTON	23	\$48,880	\$62,269	\$87,000
WASHINGTON	15	\$49,920	\$72,590	\$102,960
Marketing Assistant	13	\$44,200	\$56,929	\$71,400
OREGON/SW WASHINGTON	8	\$44,200	\$53,148	\$68,000
WASHINGTON	5	\$52,500	\$62,980	\$71,400
Technical Staff or Seller-Doer	1	N/A*	N/A*	N/A*

Note – job titles and responsibilities vary by firm, for a salary breakdown by job duties/level of responsibility, refer to the data on the next page (11).

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Which one of the following most closely describes the responsibility level and/or job duties you perform in your firm?

Answered: 233 Skipped: 0

Category	Count	Minimum Salary	Average Salary	Maximum Salary
These are not job descriptions, we understand categories will not always be a perfect match				
Category I Member of firm's highest level of management and part of firm's executive management team (i.e. associate or principal). Responsible for policy making, management overview, and monitoring the firm's programs and progress. Key decision-maker for firm's marketing and/or business development strategies.	17	\$90,000	\$120,285	\$198,000
Category II Senior member of your firm's management responsible for firm's marketing/business strategy or planning. Creates budgets and reports for corporate leadership. May participate in policy making, firm-wide management overview, and monitors firm's programs and progress. Manages or supervises marketing staff.	59	\$75,000	\$119,911	\$223,000
Category III Responsible for business development and/or client management. Bulk of time is spent outside the office making client contacts and developing long-term client relationships. Accountable for developing a specified volume of business. May participate in other marketing or technical activities.	11	\$68,000	\$99,873	\$168,000
Category IV Manages marketing and/or proposal strategy. Responsible for marketing communications, conducting research, tracking leads and executing marketing support activities. May assist with developing marketing information systems and records. With the support of management, oversee marketing projects and/or supervise others performance of marketing projects. May participate in establishing marketing programs, policies and procedures.	81	\$50,000	\$90,340	\$158,000
Category V Provides marketing and/or proposal coordination or support/production. Maintains marketing information systems and records. Conducts research, track leads, and with oversight - plan and execute marketing support activities. Typically receive direction from a marketing director or manager.	51	\$44,200	\$68,718	\$103,000
Category VI Provides administrative support and assistance for marketing activities or proposal review/production. Maintains marketing information systems and may assist with preparation of marketing materials, correspondence, research, etc.. Complete tasks with direction/oversight.	9	\$44,720	\$57,442	\$68,000
Category VII* Manages or supports firm-wide information or database systems including but not limited to CRM, opportunity tracking, resume, project description, or graphics management systems. May support these systems through writing or collecting information, auditing, reporting, analyzing and/or reporting on key information or metrics.	4	\$74,000	\$105,580	\$138,320
Category VIII Fulfill primarily a technical role (as in billable engineer, architect, consultant), but also assume responsibility for marketing the firm's services and developing client relationships.	1	N/A**	N/A**	N/A**

*Category is new in 2022

**Not enough responses to create average data

Historical review of average base salary by year

Category	2007	2012	2014	2016	2018	2020	2022
Category I	\$79,600	\$99,643	\$98,033	\$84,667	\$91,307	\$83,556	\$120,285
Category II	\$64,000	\$81,034	\$76,346	\$88,283	\$88,770	\$89,408	\$119,911
Category III	\$60,600	\$64,012	\$71,765	\$73,958	\$83,178	\$84,168	\$99,873
Category IV	\$78,300	\$79,769	\$68,750	\$-	\$76,500	\$76,160	\$90,340
Category V	\$53,600	\$54,747	\$60,047	\$60,661	\$64,655	\$55,032	\$68,718
Category VI	\$43,000	\$46,438	\$42,307	\$46,237	\$55,659	\$-	\$57,442

Category VI–VIII not displayed in this history due to changes in Category names and assignment.

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For the job title you selected, how many years have you had this title?

Answered: 233 Skipped: 0

Job Title	1	1.5-2	2.5-3	3.5-4	4.5-5	6-10	10+	Average # of Years
Associate or Principal	2	2	1	2		1		3
Business Development Director	2	2	1	1	2		5	9
Business Development Manager	4	5	2		1	1	1	3
Communications Coordinator	2	2	1	1				2
Communications Manager	4				1			2
Consultant							1	13
Graphic Designer or other Pursuit Support	1	1		1			1	6
Information System Manager, Analyst, or Database Administrator	1			1	1		1	6
Marketing Assistant	5	4	2				2	3
Marketing Director	6	4	2	6	5	8	1	4
Marketing Manager	17	10	10	6	5	14	4	4
Marketing/Proposal or Pursuit Coordinator	15	6	7	3	3	3	2	3
Senior Marketing/Proposal or Pursuit Coordinator	9	7	2	5	2	3		3
Technical Staff or Seller-Doer						1		7
Grand Total	68	43	28	26	20	31	18	4

For the job title you selected, how many employees in your local office hold this title, including you? Answered: 225 Skipped: 8

Job Title	1	2	3	4	5+	Total
Associate or Principal	1	2		1	4	8
Business Development Director	13					13
Business Development Manager	14					14
Communications Coordinator	6					6
Communications Manager	4					4
Consultant	1					1
Graphic Designer or other Pursuit Support	4					4
Information System Manager, Analyst, or Database Administrator	2	1				3
Marketing Assistant	9	4				13
Marketing Director	29	3				32
Marketing Manager	54	4	2	1	1	62
Marketing/Proposal or Pursuit Coordinator	23	13			1	37
Senior Marketing/Proposal or Pursuit Coordinator	16	6	2	2	1	27
Technical Staff or Seller-Doer	1					1
Grand Total	177	33	4	4	1	225

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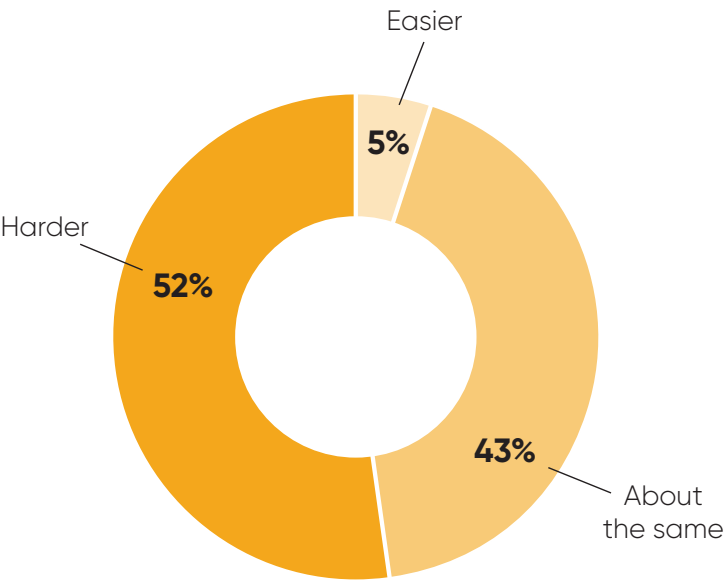
How many staff members report directly to you (you are responsible for evaluating their performance)?

Answered: 232 Skipped: 1

Answer Options	Response Percent	Response Count	Average Salary
None	58%	134	\$81,059
1	15%	34	\$100,239
2-5	22%	51	\$113,179
6-10	6%	13	\$147,654

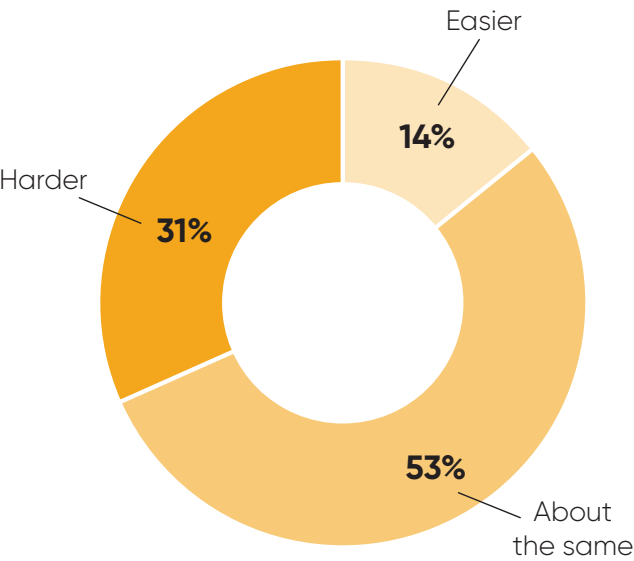
On a scale of 1 to 3, do you feel it has been easier (1) or harder (3) for your firm to recruit marketing staff?

Answered: 216 Skipped: 17



On a scale of 1 to 3, do you feel it has been easier (1) or harder (3) for your firm to retain marketing staff?

Answered: 214 Skipped: 19

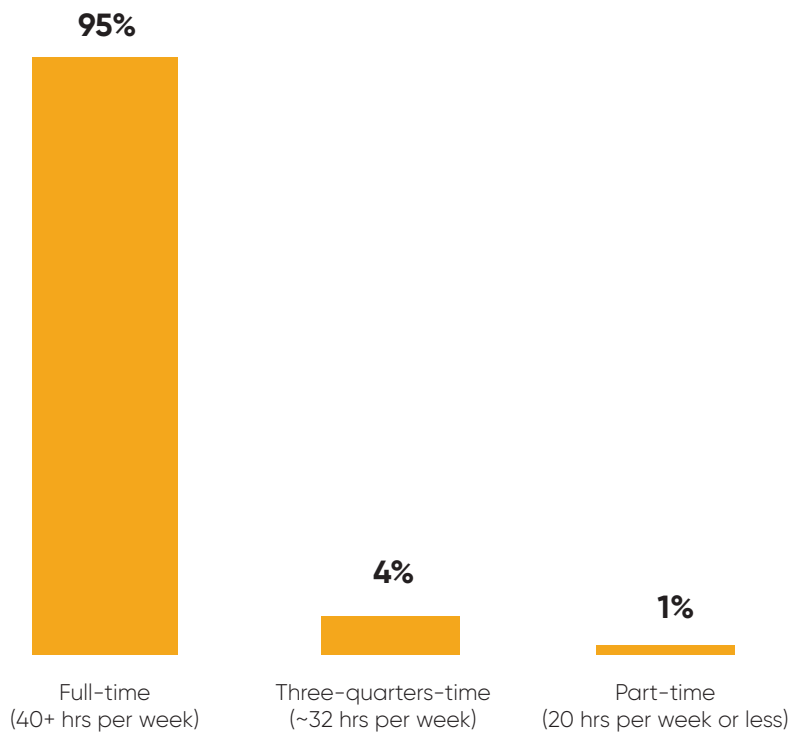


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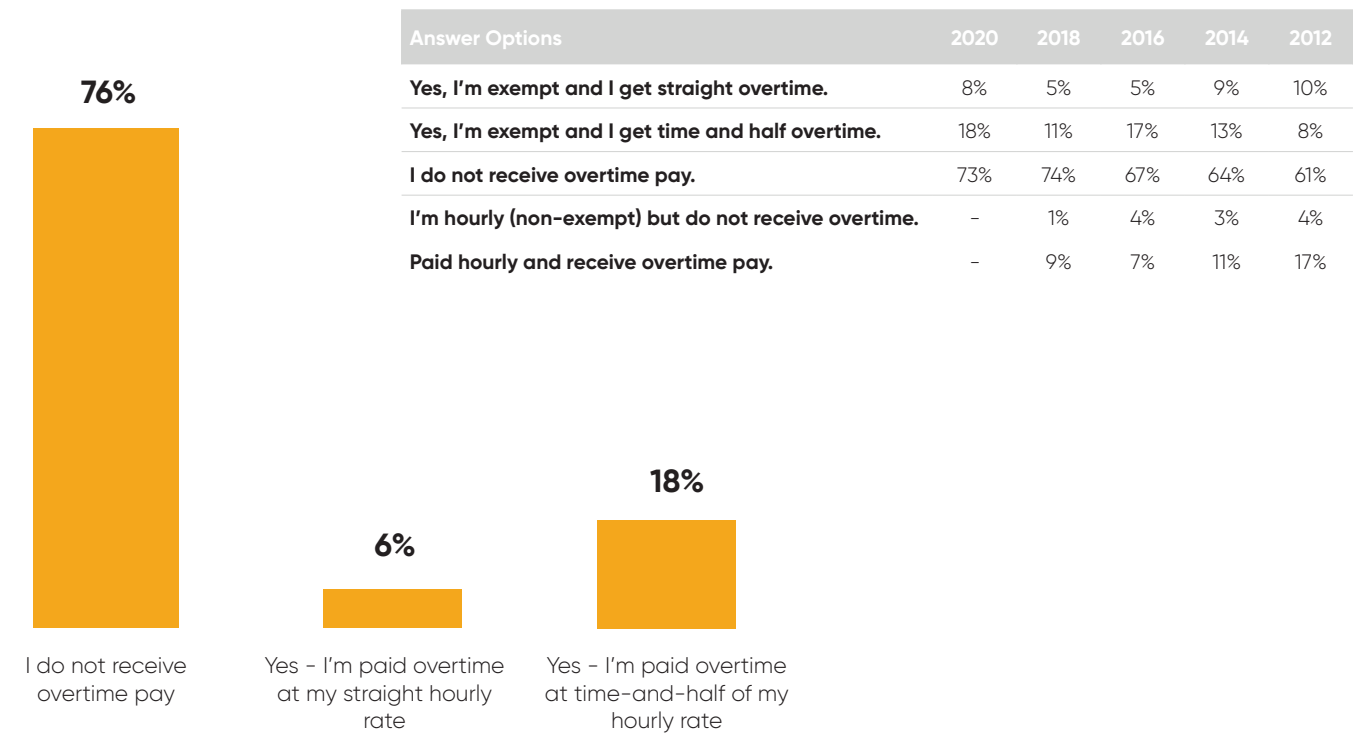
Is your above stated 'current salary' based on working...?

Answered: 233 Skipped: 0



Do you receive overtime pay?

Answered: 233 Skipped: 0

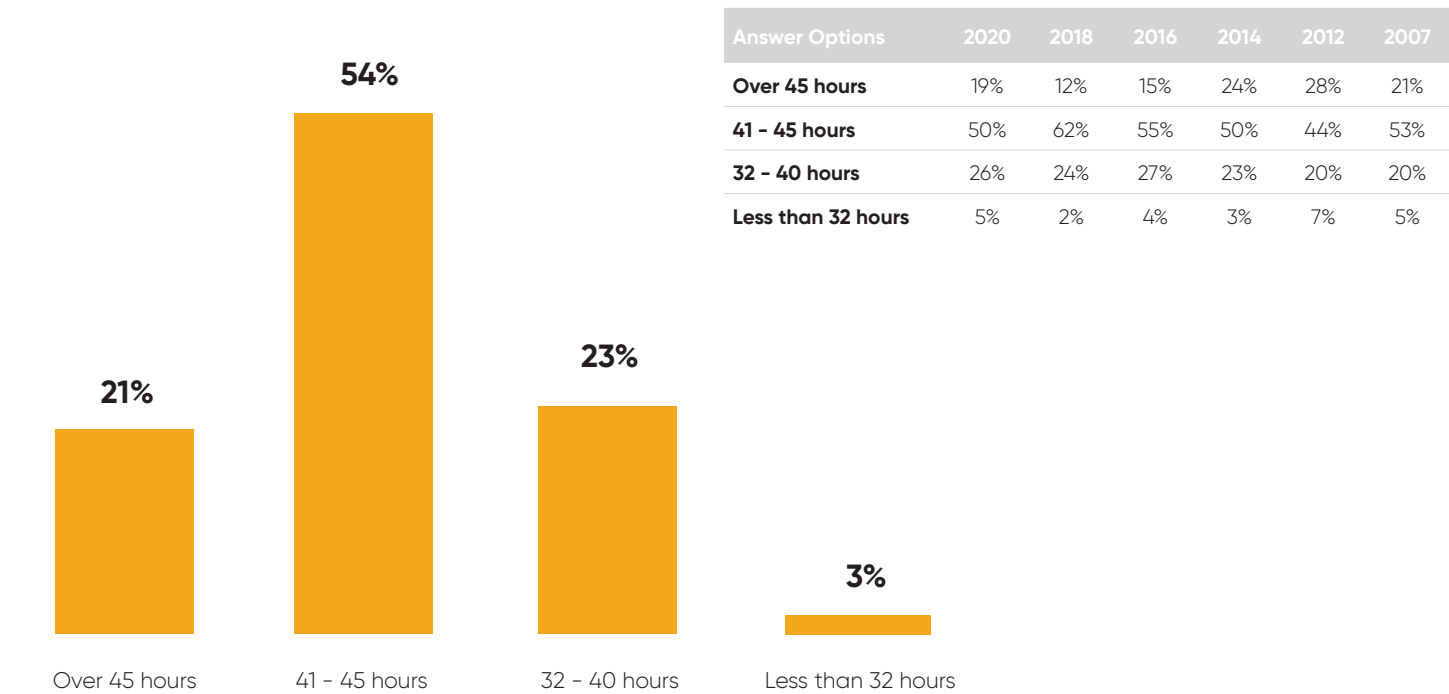


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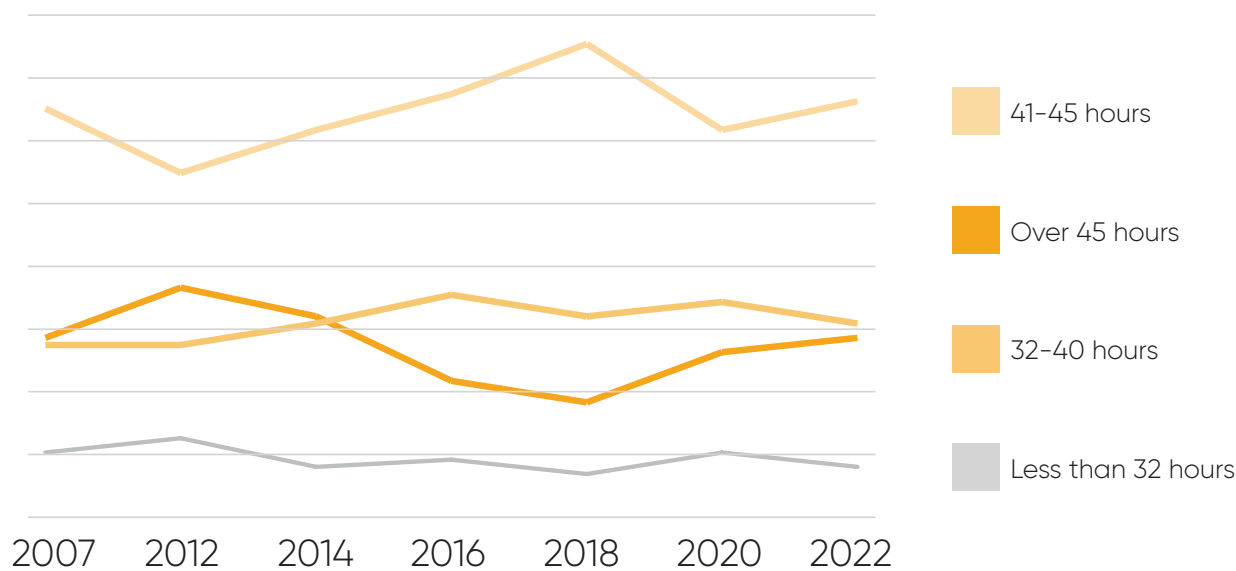
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How many hours do you work in an average week?

Answered: 233 Skipped: 0



Historical Trend Data*

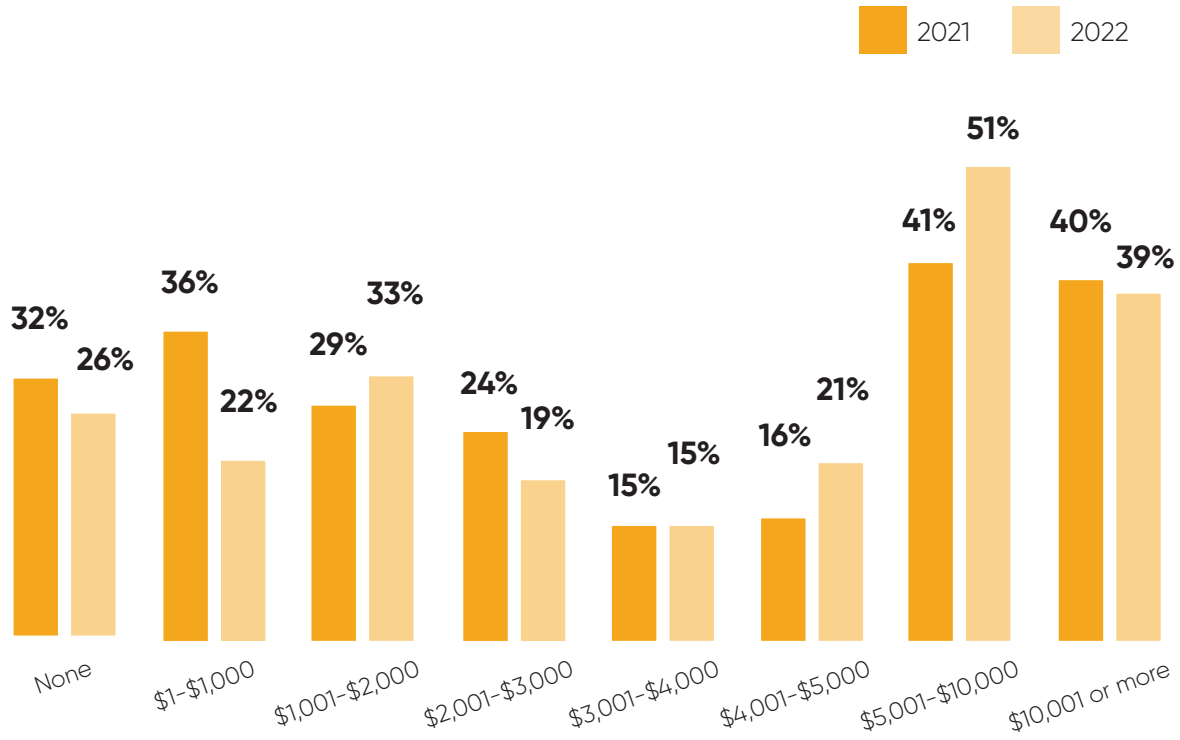


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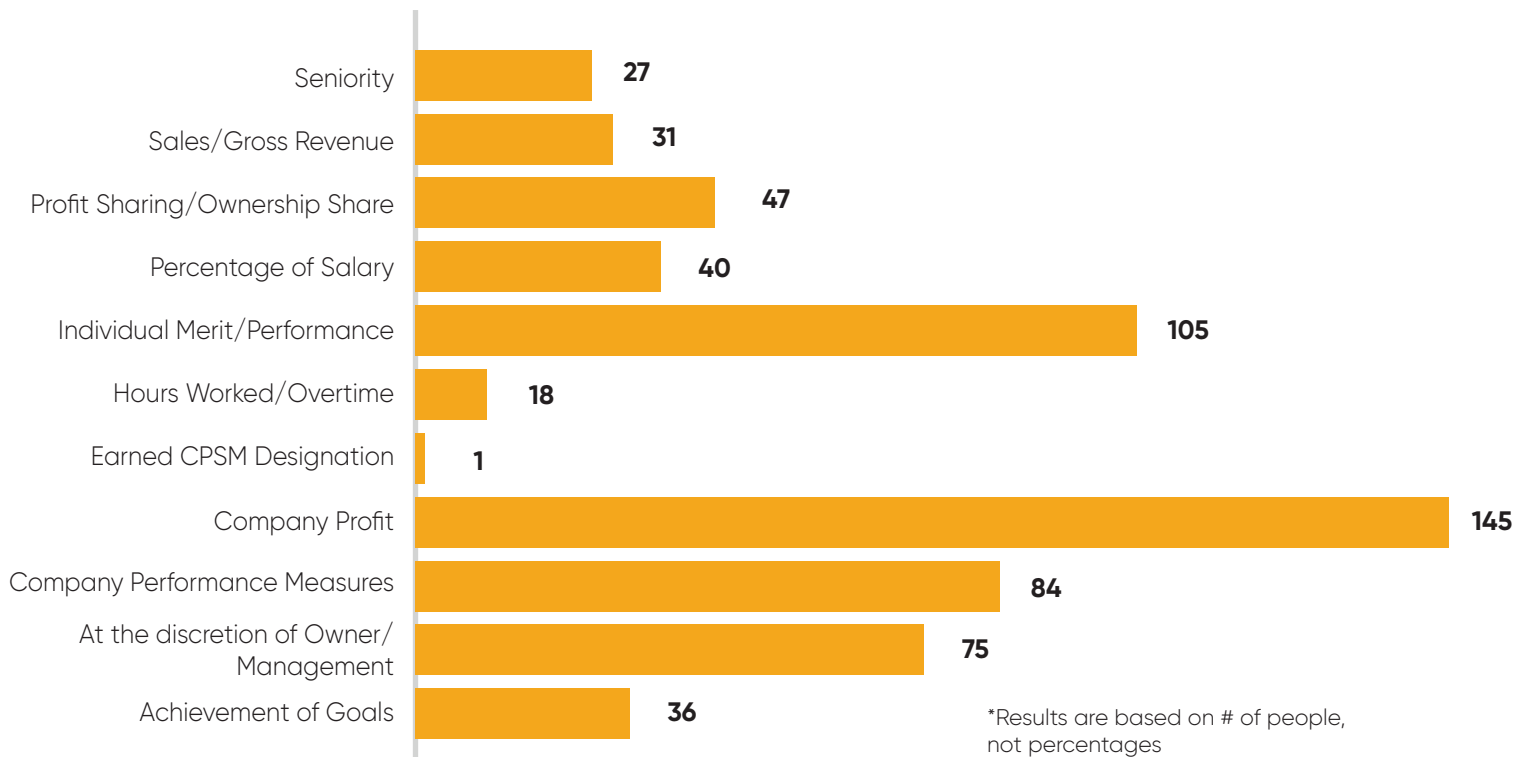
Did you receive a monetary bonus in 2021 or 2022?

Answered: 226 Skipped: 7



Which of the following best describes the basis on which the bonus was awarded?

Answered: 212 Skipped: 21

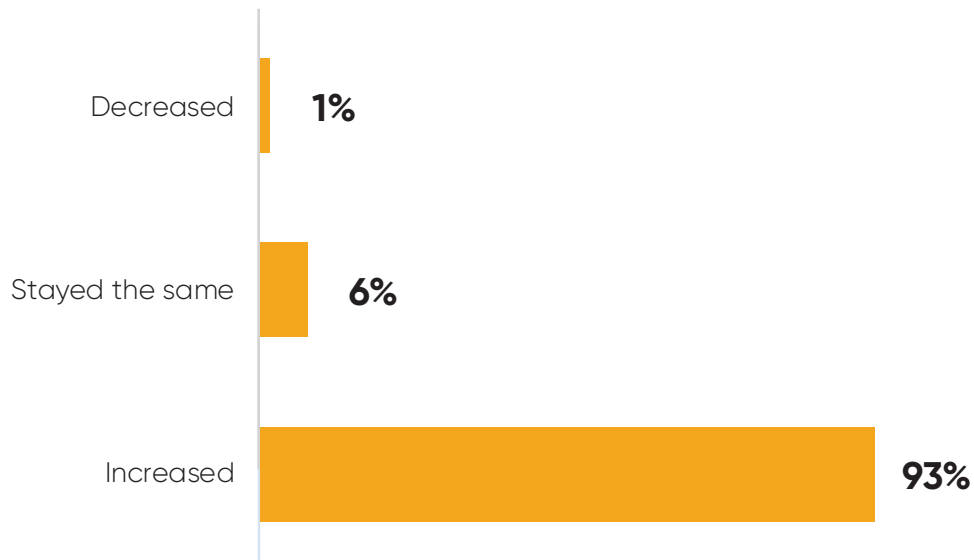


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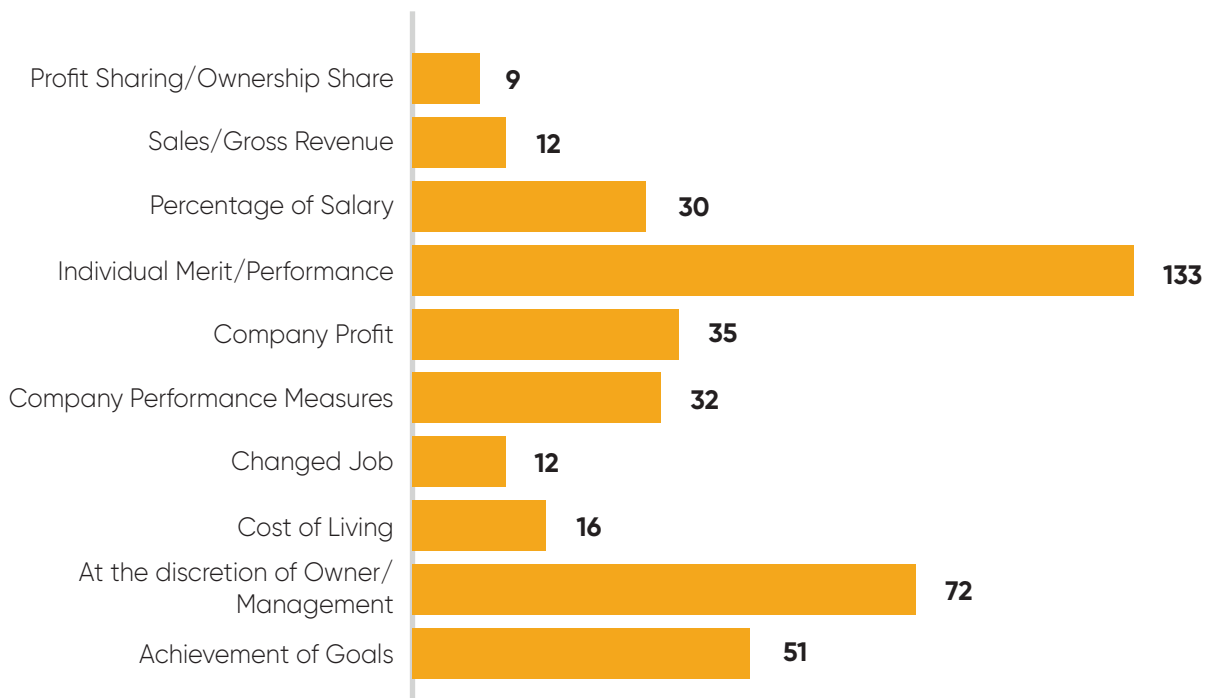
In the last two years has your salary...?

Answered: 231 Skipped: 2



If you received a salary increase, which of the following best describes the basis on which the increase was awarded?

Answered: 212 Skipped: 21



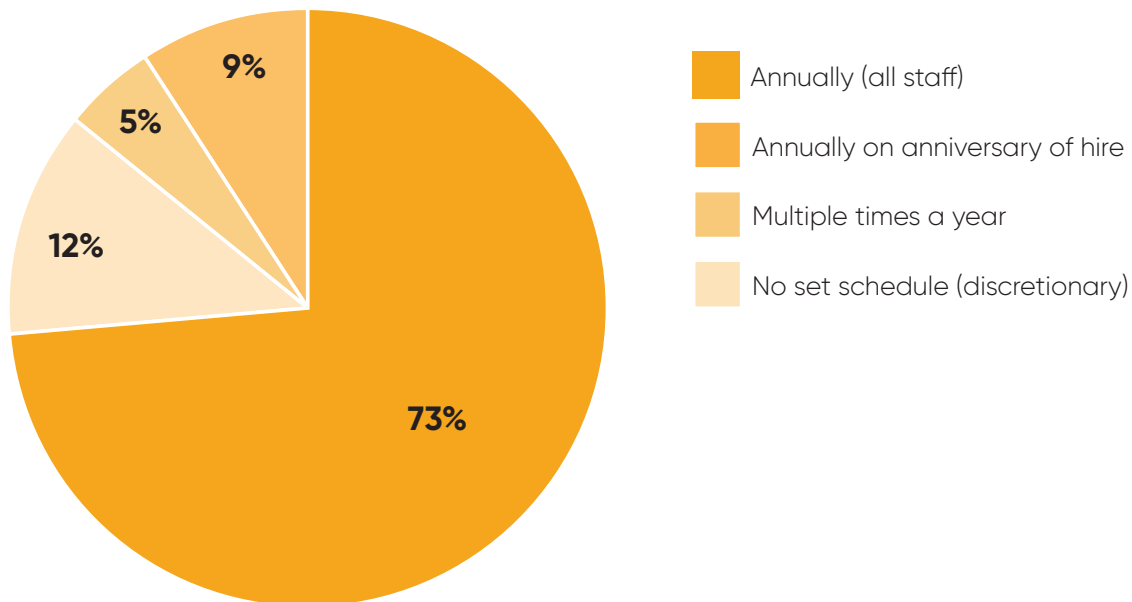
*Results are based on # of people, not percentages

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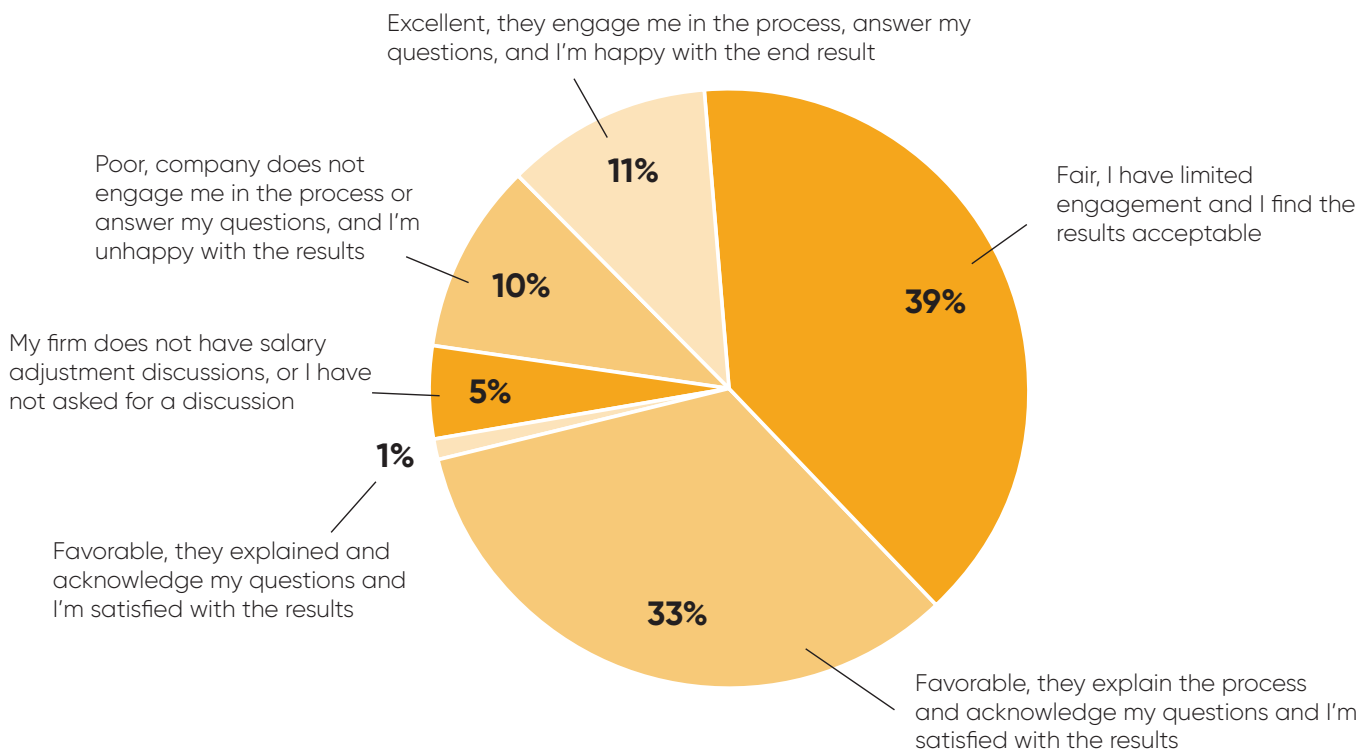
What is your firm's typical schedule for evaluating and implementing salary adjustments?

Answered: 232 Skipped: 1



Describe your perception of the salary adjustment process within your firm.

Answered: 229 Skipped: 4

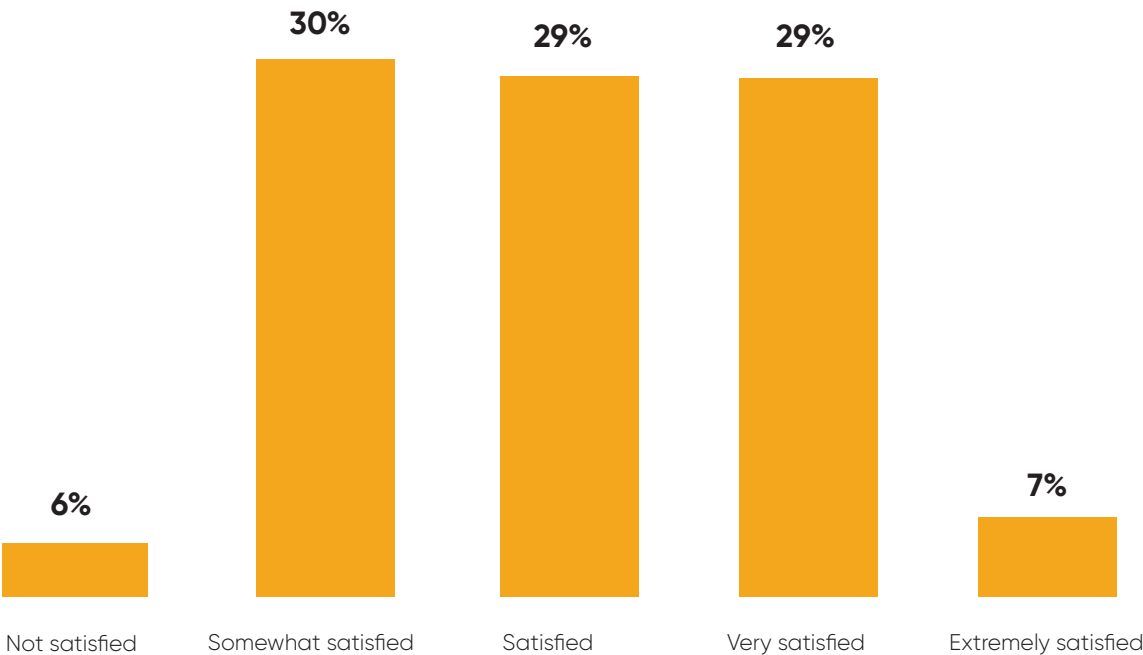


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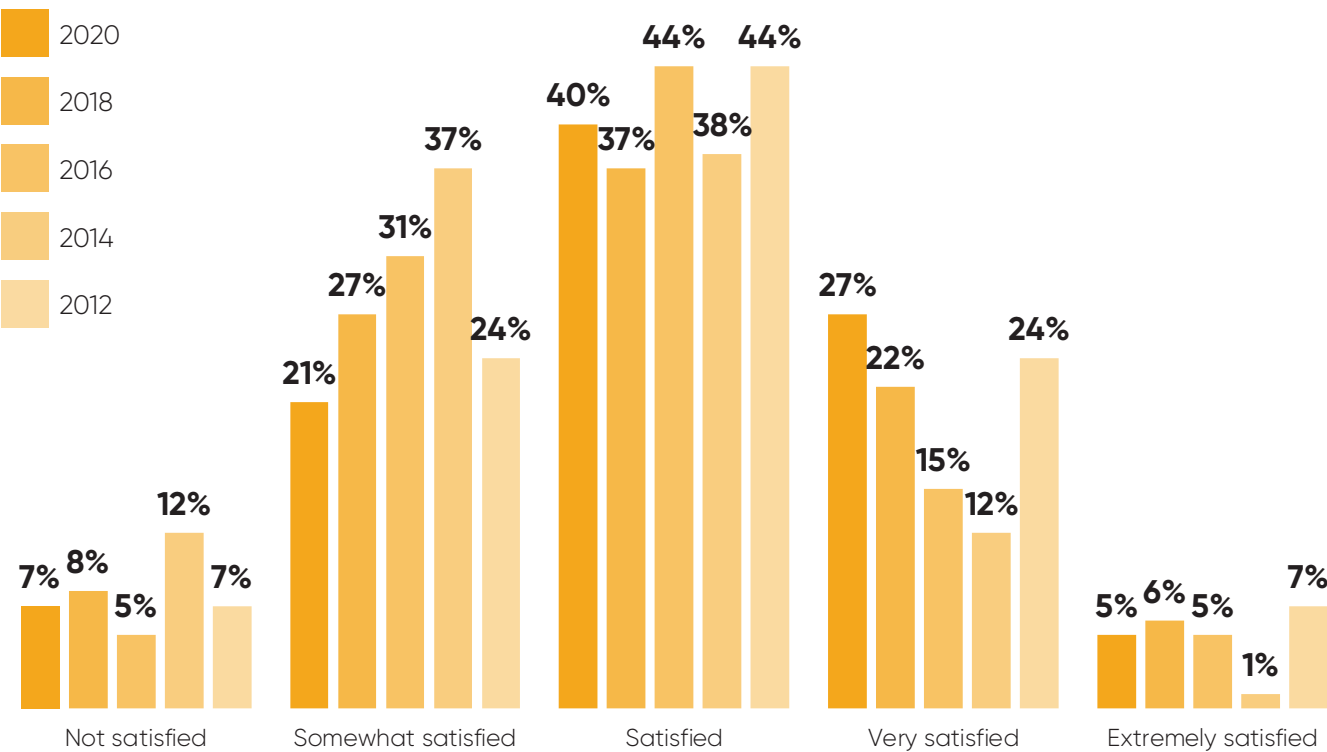
2022 Salary Survey

Do you feel you are fairly compensated?

Answered: 233 Skipped: 0



Historical Data*



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2022 Salary Survey

For each category below, please indicate which range of "paid time off" days you are currently eligible to receive each year.

Answered: 203 Skipped: 30

Paid leave	20+ days	16-20 days	11-15 days	6-10 days	1-5 days	0 days
Lump Sum Paid Time Off (PTO)	31%	30%	15%	2%	1%	18%
Sick leave	3%	5%	11%	16%	11%	51%
Vacation	11%	12%	18%	6%	1%	51%
Holiday	5%	0%	9%	71%	16%	3%
Family leave	1%	3%	7%	6%	6%	37%
Paid volunteer hours	39%	1%	0%	4%	47%	44%
Unspecified or other paid time off days not included above	1%	0%	0%	2%	15%	82%

Which of the following Healthcare/Insurance benefits are **you**, as the employee, currently eligible to receive?

Answered: 227 Skipped: 6

Insurance Benefits	Not available	Shared payment	Employer pays in full	Employee pays in full
Employee medical insurance	2%	52%	44%	2%
Employee dental insurance	2%	54%	39%	5%
Employee orthodontia insurance	39%	42%	11%	7%
Employee short-term disability insurance	13%	32%	49%	7%
Employee long-term disability insurance	14%	38%	41%	7%
Employee life insurance	10%	33%	48%	9%
Employee accident/major incident/illness insurance	23%	34%	33%	10%
Employee vision insurance	6%	49%	39%	6%
Employee savings account (HSA)	16%	47%	54%	27%

Which of the following Healthcare/Insurance benefits does your firm offer for **dependents**?

Answered: 212 Skipped: 21

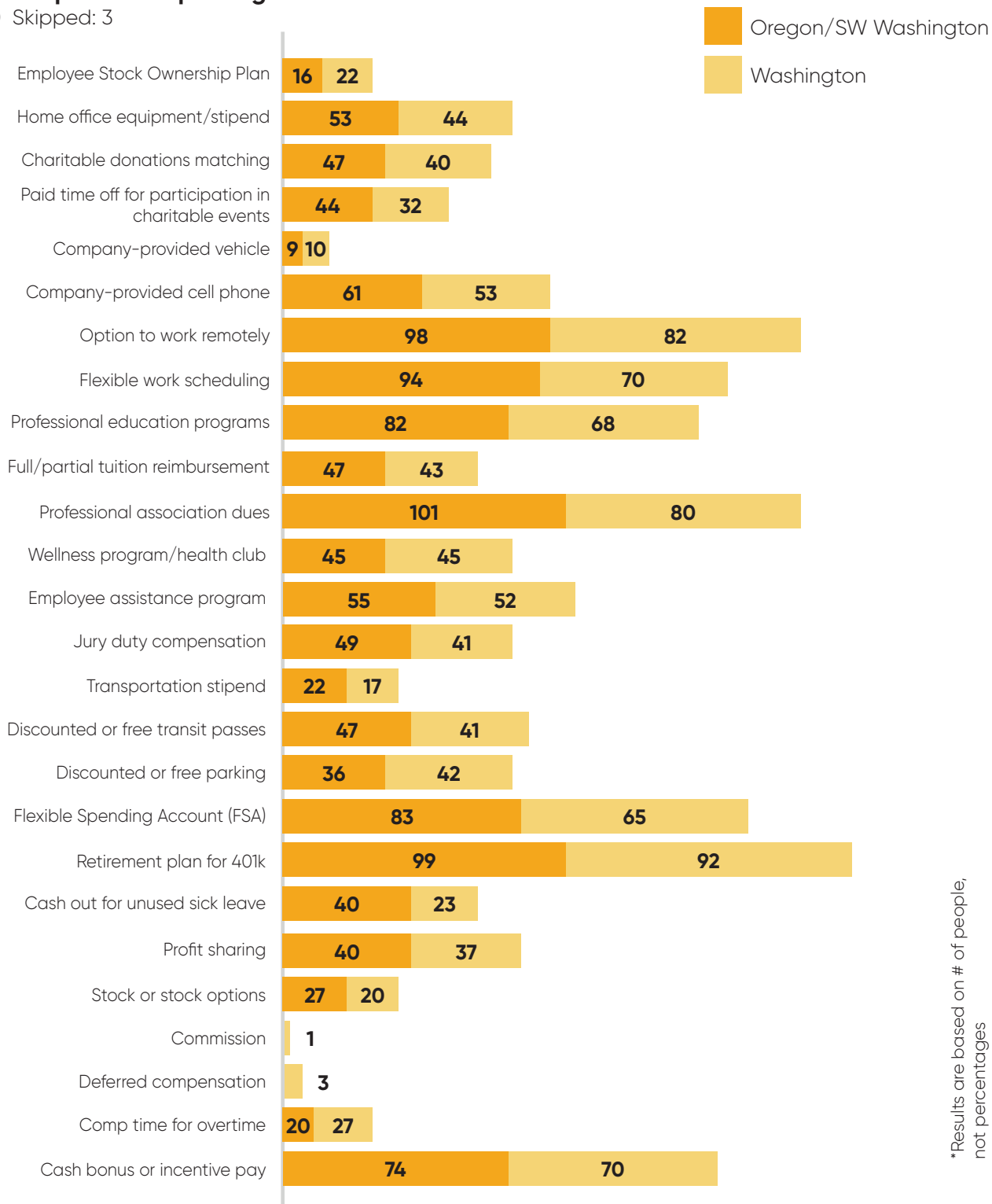
Insurance Benefits	Not available	Shared payment	Employer pays in full	Employee pays in full	Unknown
Dependent medical insurance	3%	52%	6%	24%	16%
Dependent dental insurance	3%	49%	8%	24%	16%
Dependent orthodontia insurance	23%	35%	3%	19%	21%
Dependent vision insurance	6%	45%	7%	24%	18%
Health savings account (HSA)	17%	33%	1%	25%	24%

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2022 Salary Survey

In addition to your base salary, which of the following are you currently eligible to receive as part of your compensation package?

Answered: 230 Skipped: 3



*Results are based on # of people, not percentages

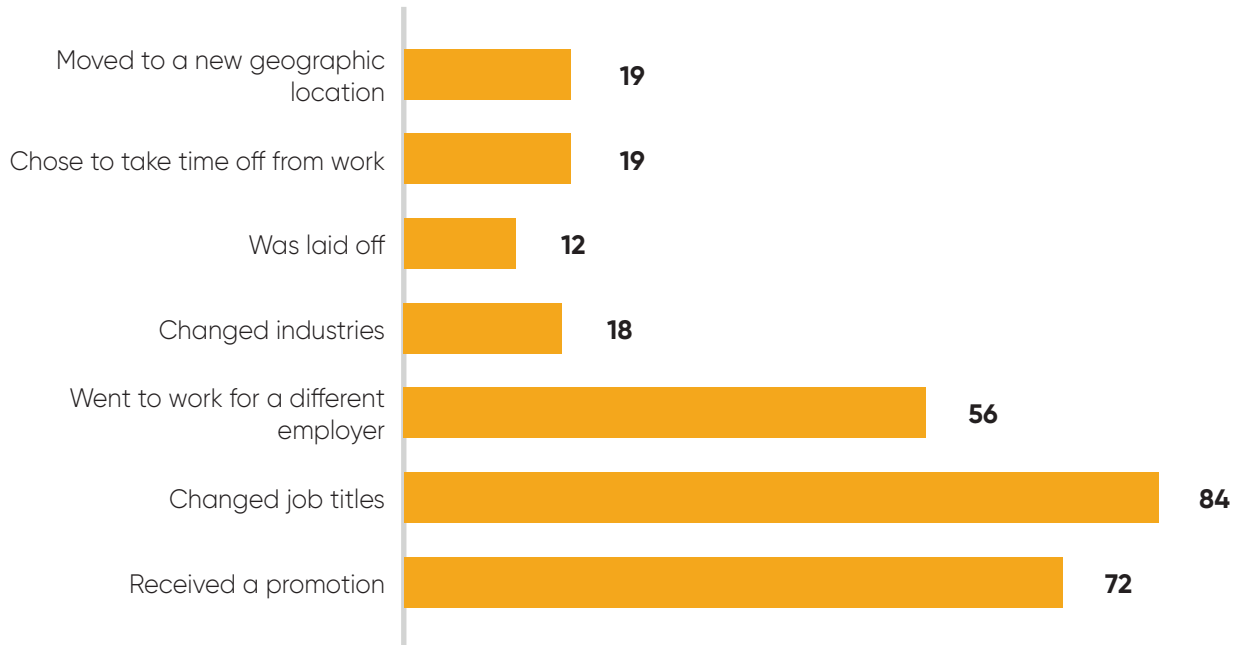
Other: Ability to buy company shares to be an owner, Living wage increase for all employees; Union friendly (Associates and junior staff meet off-site to discuss issues, what's going well, ideas and suggestions on paid time.); If an employee needed and asked about some of the things I left unchecked above (like transportation stipend), the firm would likely be willing to pay, it's just not official policy, As a minority owner, dividends on shares held, Dental/Vision/Hearing Direct Reimbursement \$750 per year, SEP retirement contribution, 100% by employer, Stock-purchase incentives.

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2022 Salary Survey

Over the past two years, have you experienced any of the following?

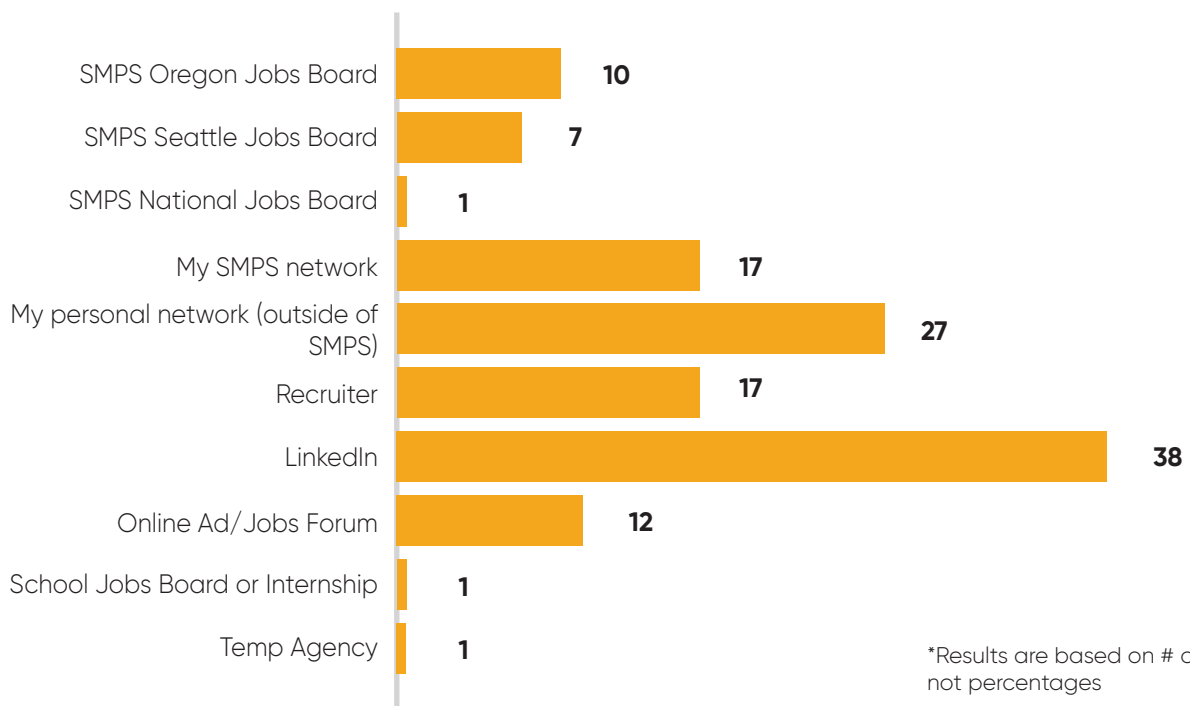
Answered: 230 Skipped: 3



*Results are based on # of people, not percentages

If you changed jobs in the last two years, which of the following resources helped you in obtaining your new job?

Answered: 193 Skipped: 40



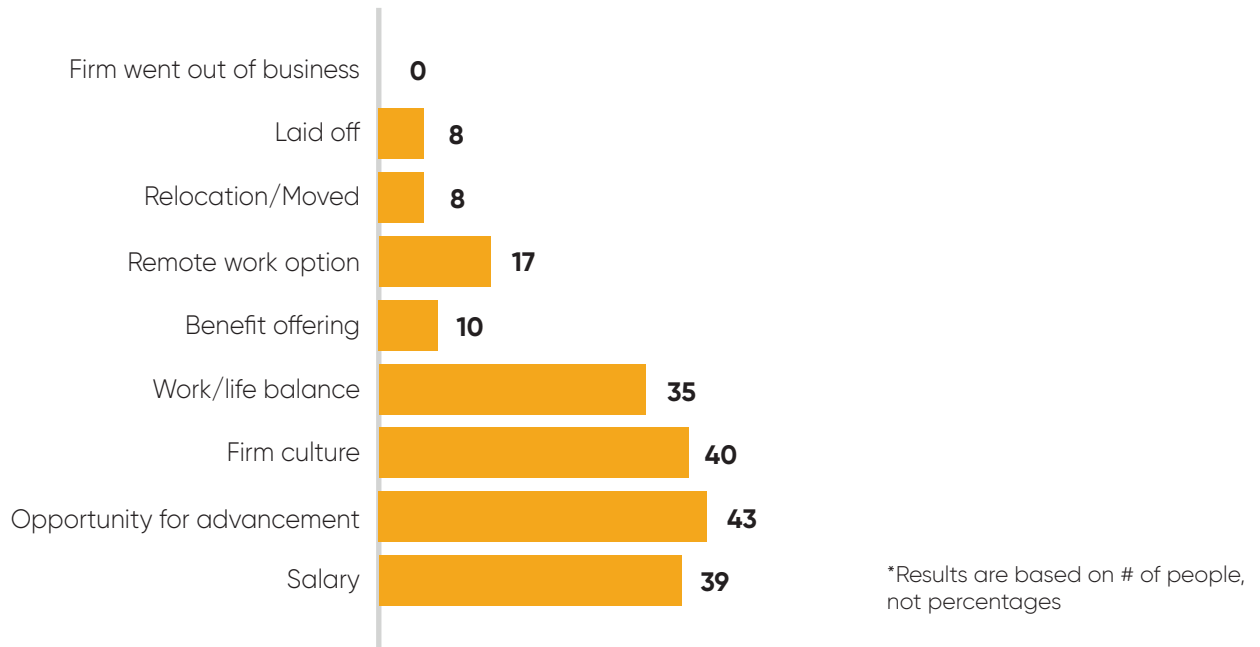
*Results are based on # of people, not percentages

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2022 Salary Survey

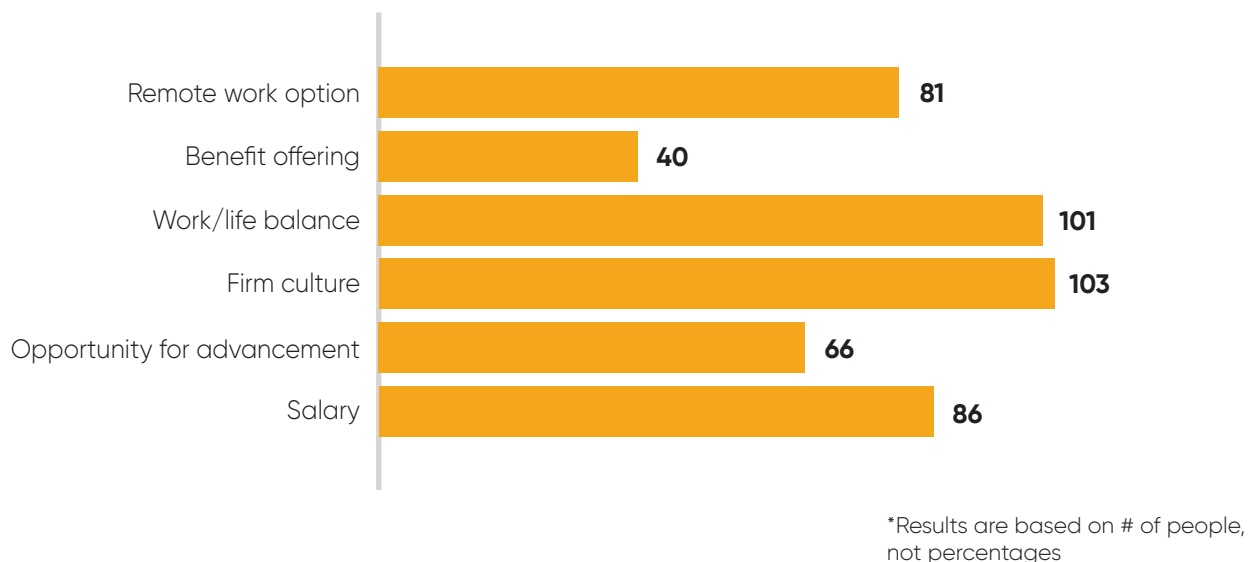
If you went to work for a different employer in the past two years, why did you leave?
Check all that apply.

Answered: 194 Skipped: 39



If you did not go to work for a different employer in the past two years, why did you choose to stay? Check all that apply.

Answered: 204 Skipped: 29

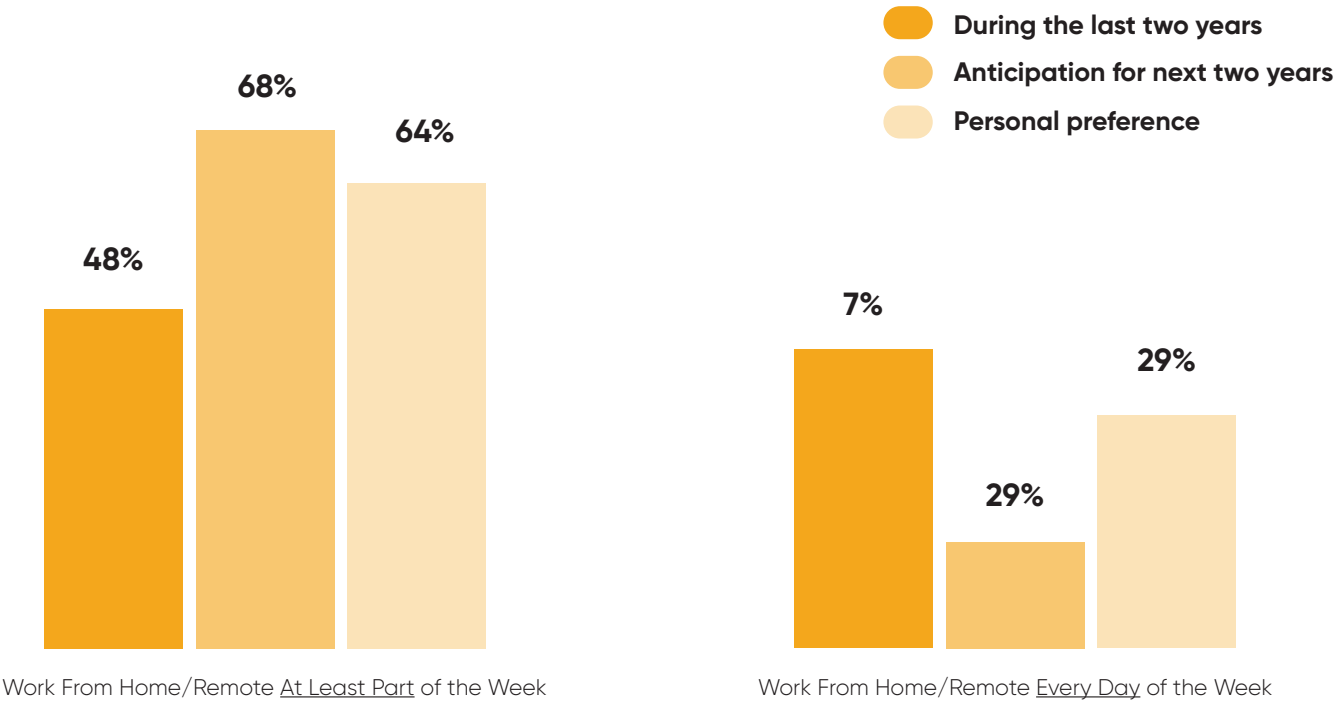


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Indicate your remote/work status below. During the last two years? Anticipation for the next two years? Personal preference?

Answered: 230 Skipped: 3





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