



United Way Rock River Valley
2008-09 Salary Survey

Marketing Associate

Manages projects for video and print production, special events, web content management, media relations and advertising. Skills in writing, desktop publishing and web editing.

	Number of Organizations	Number of Employees	Annual Cash Compensation					Education Level Reported
			Salary Comparisons					
			Average Salary	Number of Cases	Entry	Median	Experienced	
Salary- All organizations								
Salary All	71	8,540	\$40,072	9	\$20,000	\$43,700	\$59,000	Bachelors
Budget Size								
under \$250,000	9	20		0				
\$250,000 - 499,999	8	38	\$30,000	1	\$30,000	\$30,000	\$30,000	Bachelors
\$500,000 - 999,999	12	110	\$20,000	1	\$20,000	\$20,000	\$20,000	Bachelors
\$1,000,000 - 2,499,999	18	406	\$33,250	2	\$30,000	\$33,250	\$36,500	Bachelors
\$2,500,000 - 4,999,999	8	339	\$43,700	1	\$43,700	\$43,700	\$43,700	Bachelors
5,000,000 - 9,999,999	6	357	\$38,000	1	\$38,000	\$38,000	\$38,000	Bachelors
\$10,000,000 and above	9	7,270	\$54,554	3	\$50,503	\$54,159	\$59,000	Bachelors
Field of Service								
Advocacy	7	102	\$33,000	1	\$33,000	\$33,000	\$33,000	Bachelors
Aging and Senior Care	7	316		0				
Alcohol and Drug Abuse								Not Applicable
Arts, Culture, Humanities	4	25	\$30,000	1	\$30,000	\$30,000	\$30,000	Bachelors
Basic Material Needs	2	30		0				
Community Health, Disaster Relief	4	1,830		0				
Day Care, Early Childhood Education	2	63		0				
Education, Private Schools, Service Organizations	16	4,711	\$56,580	2	\$54,159	\$56,580	\$59,000	Bachelors
Family and Individual Counseling	5	176	\$30,000	1	\$30,000	\$30,000	\$30,000	Bachelors
Foundation								Not Applicable
Institutional, Residential, Housing	3	114						
Emergency Shelter	2	42						
Job Development, Employment Training	2	24						
Legal Services	1	110	\$50,503	1	\$50,503	\$50,503	\$50,503	Bachelors
Mental Health	2	190						
Mental Retardation/Developmental Disability	4	655						
Professional Service Orgs/Umbrella Orgs	3	70	\$43,700	1	\$43,700	\$43,700	\$43,700	Bachelors



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			Rehabilitation and Vocational Employment					
Youth Development	6	82	\$36,500	1	\$36,500	\$36,500	\$36,500	Bachelors
Number of Employees								
1 to 5	17	47	\$31,500	2	\$30,000	\$31,500	\$33,000	Bachelors
6 to 10	11	94		0				
11 to 20	11	159	\$31,850	2	\$20,000	\$31,850	\$43,700	Bachelors
21 to 30	8	209	\$36,500	1	\$36,500	\$36,500	\$36,500	Bachelors
31 to 50	6	219	\$34,000	2	\$30,000	\$34,000	\$38,000	Bachelors
51 to 75	3	163		0				
76 to 100	4	359		0				
101 to 200	3	467	\$52,331	2	\$50,503	\$52,331	\$54,159	Bachelors
201 to 300	2	447		0				
300 and over	4	6,376	\$59,000	1	\$59,000	\$59,000	\$59,000	Bachelors