



United Way Rock River Valley
2008-09 Salary Survey

Director, Marketing

Includes: Communications Director, Public Relations Director, Vice President of Communications

Administers and supervises the public relations and/or marketing program of the agency, which may include the promotion of public understanding of the agency's objectives and activities through the media; prepares material for release to the media; prepares public information pamphlets and publications such as general bulletins, annual reports and newsletters; maintains liaison with editors, writers and producers of news and information material.

	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	\$47,839	18	\$28,000	\$46,000	\$78,996	Masters
Budget Size								
under \$250,000	9	20		0				
\$250,000 - 499,999	8	38		0				
\$500,000 - 999,999	12	110	\$39,229	1	\$39,229	\$39,229	\$39,229	Bachelors
\$1,000,000 - 2,499,999	18	406	\$40,571	7	\$33,000	\$38,000	\$61,000	Masters
\$2,500,000 - 4,999,999	8	339	\$43,667	3	\$28,000	\$40,000	\$63,000	Bachelors
5,000,000 - 9,999,999	6	357	\$65,000	1	\$65,000	\$65,000	\$65,000	Bachelors
\$10,000,000 and above	9	7,270	\$54,823	6	\$46,000	\$57,826	\$88,440	Bachelors
Field of Service								
Advocacy	7	102	\$49,000	2	\$33,000	\$49,000	\$65,000	Bachelors
Aging and Senior Care	7	316	\$49,500	2	\$46,000	\$49,500	\$53,000	Masters
Alcohol and Drug Abuse								Not Applicable
Arts, Culture, Humanities	4	25		0				
Basic Material Needs	2	30	\$28,000	1	\$28,000	\$28,000	\$28,000	Bachelors
Community Health, Disaster Relief	4	1,830	\$57,481	3	\$37,000	\$47,004	\$88,440	Bachelors
Day Care, Early Childhood Education	2	63		0				
Education, Private Schools, Service Organizations	16	4,711	\$68,999	5	\$38,000	\$56,000	\$78,996	Bachelors
Family and Individual Counseling	5	176		0				
Foundation								Not Applicable
Institutional, Residential, Housing	3	114		0				
Emergency Shelter	2	42		0				
Job Development, Employment Training	2	24		0				
Legal Services	1	110		0				



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Mental Health	2	190		0				
Mental Retardation/Developmental Disability	4	655	\$40,000	1	\$40,000	\$40,000	\$40,000	Bachelors
Professional Service Orgs/Umbrella Orgs	3	70	\$62,000	2	\$61,000	\$62,000	\$63,000	Bachelors
Rehabilitation and Vocational Employment	Not Applicable							
Youth Development	6	82	\$40,100	2	\$34,200	\$40,100	\$46,000	Bachelors
Number of Employees								
1 to 5	17	47	\$39,229	1	\$39,229	\$39,229	\$39,229	Bachelors
6 to 10	11	94	\$37,000	1	\$37,000	\$37,000	\$37,000	Bachelors
11 to 20	11	159	\$54,000	3	\$46,000	\$53,000	\$63,000	Masters
21 to 30	8	209	\$33,400	3	\$28,000	\$34,200	\$38,000	Bachelors
31 to 50	6	219	\$49,000	2	\$33,000	\$49,000	\$65,000	Bachelors
51 to 75	3	163	\$61,000	1	\$61,000	\$61,000	\$61,000	Bachelors
76 to 100	4	359	\$40,000	1	\$40,000	\$40,000	\$40,000	Bachelors
101 to 200	3	467	\$78,996	1	\$78,996	\$78,996	\$78,996	Bachelors
201 to 300	2	447	\$71,220	2	\$54,000	\$71,220	\$88,440	Bachelors
301 and over	4	6,376	\$54,219	3	\$47,004	\$56,000	\$59,653	Bachelors