

Corporate

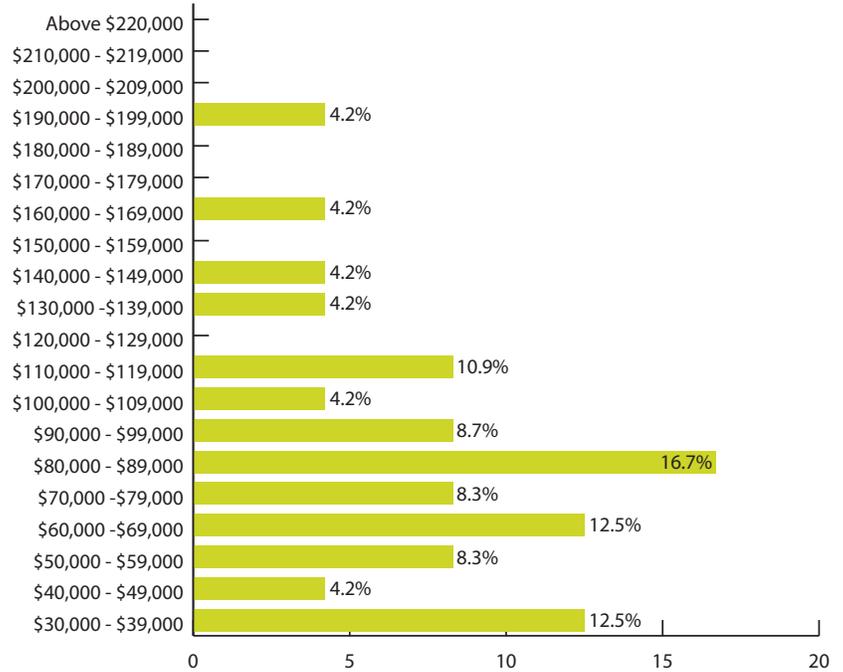
**Marketing Communications Director**

The outlook for base salary improved for marketing communications directors in 2016 (Figure 1). Some 56% reported a base salary of \$80K-\$199K, with the largest single group at \$80K-\$89K. In the 2015 survey just 43% reported base salaries in that range. The largest base salary groups were \$70K-\$79K, \$60K-\$69K and \$30K-\$39K.

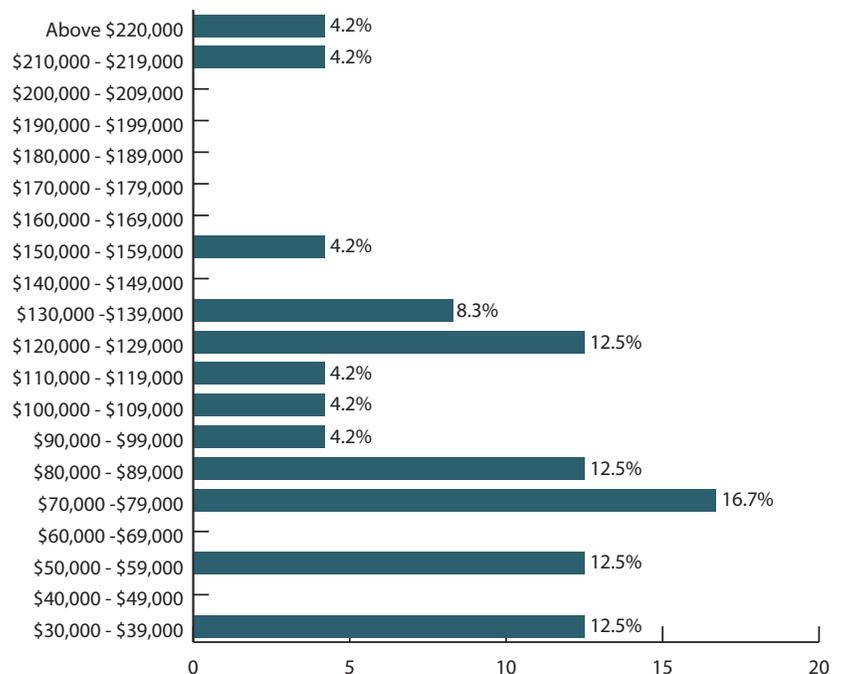
Total compensation (Figure 2) also improved in 2016, with more receiving a heavier package than in 2015.

Salary increases (Figure 3) showed the most improvement, however, with 8.3% of marketing communications managers reporting no salary increase, vs 20% in 2015.

**Fig. 1: Base Salary — Marketing Communications Director**



**Fig. 2: Total Compensation — Marketing Communications Director**



**Fig. 3: % Salary Increase — Marketing Communications Director**

