

Director/Manager of Communications/ Marketing/ Public Relations

Develops marketing programs to promote and support the organization's programs and services. Supervises all activities dealing with market research, product development, sales promotion, advertising, and market development and/or expansion of additional services. Develops, coordinates, directs, and administers all public relations policies. May be responsible for writing speeches for staff member of the organization. Communicates new programs, development activities, promotions, and other goodwill information to the media.

| | Number of Organizations | Number of Employees | Annual Cash Compensation | | | | | Most Reported Education Level (Mode) |
|--|-------------------------|---------------------|--------------------------|---------------|------------|-----------------|-----------------|--------------------------------------|
| | | | Actual | | Range | | | |
| | | | Average Salary | Median Salary | # of Cases | Average Minimum | Average Maximum | |
| Salary - All Organizations | | | | | | | | |
| Salary - All | 69 | 76 | \$53,749 | \$51,000 | 35 | \$46,424 | \$72,968 | B |
| Budget Size | | | | | | | | |
| Under \$250,000 | | | | | | | | |
| \$250,000 - 499,999 | 3 | | | | | | | |
| \$500,000 - 999,999 | 5 | 5 | \$44,971 | \$45,000 | 3 | | | NA |
| \$1,000,000 - 2,499,999 | 14 | 14 | \$44,443 | \$40,000 | 4 | \$44,680 | \$59,812 | B |
| \$2,500,000 - 4,999,999 | 11 | 12 | \$44,443 | \$46,250 | 3 | | | B |
| \$5,000,000 - 9,999,999 | 15 | 18 | \$61,481 | \$58,240 | 8 | \$43,099 | \$73,311 | B |
| \$10,000,000 - \$24,999,999 | 14 | 17 | \$60,149 | \$50,000 | 11 | \$46,906 | \$72,584 | B |
| More than \$25,000,000 | 7 | 7 | \$68,777 | \$65,730 | 6 | \$60,111 | \$97,218 | B |
| Field of Service | | | | | | | | |
| Aging and Senior Care | 3 | | | | 2 | | | B |
| Alcohol & Substance Abuse, Mental Health & Crisis Intervention | 5 | 5 | \$49,478 | \$40,000 | 2 | | | B |
| Arts and Culture | 9 | 10 | \$49,219 | \$52,000 | | | | B |
| Civil Rights and Social Action | | | | | | | | |
| Community Development / Housing | | | | | | | | |
| Developmental Disabilities | 1 | | | | | | | |
| Economic Development | 1 | | | | 1 | | | |
| Education: Early Childhood Education | 1 | | | | | | | |
| Education: K - 12 | 2 | | | | 1 | | | |
| Education: Colleges and Universities | 2 | | | | 1 | | | |
| Environment / Conservation, Animal & Animal Welfare | 1 | | | | | | | |
| Foundations, Philanthropy & Volunteerism | 2 | | | | | | | |
| Health and Rehabilitation | 3 | | | | 3 | | | |
| Human Services / Multipurpose | 16 | 16 | \$49,114 | \$49,500 | 10 | \$47,153 | \$71,894 | B |
| Jobs Employment and Training | 2 | | | | 1 | | | |
| Legal Services | | | | | | | | |
| Public Benefit Social Action | | | | | | | | |
| Public Safety and Disaster Relief | 1 | | | | 1 | | | |
| Recreation Leisure and Sports | | | | | | | | |
| Rehabilitation and Physical Disabilities | | | | | | | | |
| Religion and Spirituality | 3 | | | | 1 | | | |
| Youth Development | 3 | | | | 4 | \$35,462 | \$66,853 | |
| Other: | 14 | 19 | \$57,293 | \$54,820 | 8 | \$43,904 | \$74,838 | B |
| Number of Employees | | | | | | | | |
| 1 to 5 | 6 | 6 | \$31,510 | \$31,020 | 2 | | | B |
| 6 to 10 | 8 | 8 | \$48,429 | \$45,000 | 2 | | | B |
| 11 to 20 | 8 | 9 | \$48,726 | \$47,895 | 1 | | | B |
| 21 to 30 | 7 | 7 | \$54,369 | \$56,500 | 1 | | | B |
| 31 to 50 | 8 | 13 | \$53,986 | \$52,250 | 8 | \$41,115 | \$70,421 | B |
| 51 to 75 | 9 | 9 | \$53,380 | \$56,650 | 6 | \$46,044 | \$80,584 | B |
| 76 to 100 | 5 | 5 | \$48,844 | \$49,000 | 3 | | | B |
| 101 to 200 | 10 | 10 | \$72,332 | \$80,000 | 5 | \$59,784 | \$89,976 | B |
| 201 to 300 | 4 | 5 | \$42,728 | \$40,455 | 3 | | | B |
| 301 and over | 4 | 4 | \$75,355 | \$87,380 | 4 | \$65,388 | \$100,535 | B |