

DEMAND GENERATION

# Salary Guide

# 2023



# Contents

<b>Letter from the Editor</b>	<b>Page 3</b>
<b>Meet the Team</b>	<b>Page 4</b>
<b>The Critical Focus on Customer Lifecycle Marketing + Top Trends to Watch</b>	<b>Page 5-6</b>
<b>First Impressions: How A Poor Interview Experience Will Negatively Impact Your Employer Brand</b>	<b>Page 7-8</b>
<b>Understanding Our Salary Guide</b>	<b>Page 9</b>
<b>Content Strategy and Content Marketing</b>	<b>Page 10</b>
<b>Customer Lifecycle Marketing</b>	<b>Page 11</b>
<b>Demand Generation</b>	<b>Page 12</b>
<b>Digital Marketing</b>	<b>Page 13</b>
<b>Field Marketing and Event Marketing</b>	<b>Page 14</b>
<b>Marketing Operations</b>	<b>Page 15</b>
<b>Product Marketing</b>	<b>Page 16</b>
<b>Revenue Operations</b>	<b>Page 17</b>
<b>Contact Us</b>	<b>Page 18</b>

# Letter from the Editor



WES LIESER, VICE PRESIDENT,  
DEMAND GENERATION AND MARKETING RECRUITMENT

First off, even though this is the Demand Generation Salary Guide, there's so much more than just demand gen information in here. Since our last salary guide two years ago, our team has grown to include recruiters who specialize in Product Marketing, Revenue Operations, Customer Marketing, and Event/Field Marketing. That said, the reason we decided to keep the title as Demand Generation, and not simply call it "marketing," is because we've noticed that many companies are doubling down on demand gen, and it's becoming more important than ever before.

Here's why.

I've been placing marketers for almost a decade, and about six years ago, the biggest buzzword in the industry was "digital transformation." At that time, if I had a client looking for a VP of Marketing, they were likely looking for someone who had already led a company through a digital transformation. Now, aside from the laggards, that digital transformation has happened. Many companies have the tools in place, and now the focus is building out people and processes to properly leverage the technologies to drive demand/pipeline.

If you're reading this, you've likely seen [Scott Brinker's 2022 MarTech Map](#) [2022 MarTech Map](#), which now contains **9,932 martech solutions**. Huh?!? (blinks twice and rereads number). I mean, I get confused when I walk down the cereal aisle and there are three types of corn flakes to choose from. What the heck am I supposed to do with almost 10K martech solutions?

Which leads me to the number-one challenge in hiring top talent: No one has time to train anymore. Most companies don't want to hire someone unless they:

- a. have done the exact same job before, **and**
- b. can prove that they've been successful already doing the exact same job

If they haven't done the job, it's pretty much a complete non-starter. You do *not* pass go, and do *not* collect \$200 dollars.

If someone has done the job before, now you need to explain why you were successful, and how that will translate to the new company. And heaven help you if you weren't as successful as you hoped to be, because if you don't have a good explanation as to why it didn't work out, you'll be labeled as a failure for the rest of your career.

It's no secret that salaries for marketers have increased exponentially during the last 12-18 months, and it's simply due to a culture of instant gratification.

If a hiring manager is faced with a decision to:

- a. hire someone \$10K under budget, but would need training, or
- b. hire someone \$10K over budget, but could "hit the ground running"

Nine out of ten times they're spending \$20K more to hire option B, and it's because they have to! They can't spend three months waiting for someone to get up to speed, because if they don't hit their quarterly number for leads, pipe, etc. they're on the hot seat!

Which leads me to the #1 opportunity for hiring top talent: Provide opportunities for training, collaboration, and white boarding. Ask any recruiter—it's incredibly difficult to recruit a passive candidate who's receiving strong mentorship and/or training at their current company.

On the flipside, there are few things easier than recruiting a candidate who feels like they've "hit a ceiling" or "isn't growing" at their current company.

To summarize, yes, this salary guide will give you a high-level overview as to how much money people on your marketing team should make. That said, make sure you understand what candidates are looking for, and build a culture on your marketing team that will retain your best people so you don't have to backfill every 18 months.

Cheers to a wonderful 2023!

Sincerely,  
Wes Lieser

# Meet The Team

Our marketing recruiters have worked with everyone—from startup organizations needing to build out their marketing function to established companies ready to accelerate their digital transformation.

Successful marketing today requires leveraging technology and working very closely with sales to help drive revenue. Our team works to understand your specific needs so they can help you attract the right talent to get the job done.



**WES LIESER, VICE PRESIDENT,  
DEMAND GENERATION AND  
MARKETING RECRUITMENT**

Wes Lieser is a skilled Marketing Recruiter with expertise in Demand Generation and Marketing Technology. Through his years of industry experience in both sales and marketing, he developed a passion for understanding how to leverage technology. As a tireless networker, he has positioned himself as a key resource for Versique's clients. His enthusiasm for Demand Generation and strong relationships with top talent have made him the ideal resource for clients seeking to build their team.



**JULIE SCHEER,  
SENIOR RECRUITER**

Julie brings 13 years of recruitment and talent acquisition experience to her role as at Versique. Julie spent the first part of her career as a project manager for advertising campaigns in fast-paced global agency environments in New York and Chicago. She has hired for positions across a breadth of advertising and marketing practices, including digital marketing, marketing automation and demand generation, content strategy, brand marketing, creative, UX, campaign strategy and planning, research and analytics. Her strength is in looking at the big picture and seeing how pieces need to come together to implement a strategic vision.



**ELLIE KALB, DIRECTOR,  
DEMAND GENERATION  
AND MARKETING**

Ellie Kalb brings a fresh perspective, keen instincts and a competitive spirit to the team. She spends a large amount of her time canvassing the market for hard-to-find talent who fit her clients' unique hiring requirements. Ellie understands that the perfect hire is more than a resume that checks all the required boxes—it's also a seamless fit into an organization's culture and vision. Through her passion for excellence and her commitment to process, Ellie can identify these rare, perfect-fit candidates for her clients.



**STACY MAY, SENIOR RECRUITER,  
DEMAND GENERATION  
AND MARKETING**

As a proven executive marketing leader with expertise in Digital Marketing, Demand Generation and Marketing Technology, Stacy has spent her entire career building teams and leading initiatives that achieve results. With experience in both B2B technology and the marketing agency world, Stacy knows how important exceptional talent is to accomplishing goals. Through her years of leading high-performing teams, Stacy has developed an unwavering ability to recognize and retain top talent. Positive, energetic and results-oriented, Stacy has a proven track record of building trusted and productive relationships.

# The Critical Focus on Customer Lifecycle Marketing + Top Trends to Watch



STACY MAY, SENIOR RECRUITER,  
DEMAND GENERATION AND MARKETING

The marketing function has more responsibility than ever for directly contributing to revenue by driving sales and growing the marketing pipeline.

Filling the funnel, nurturing, engaging, and getting prospects to take the desired actions throughout the buyer journey plays a critical role in customer acquisition.

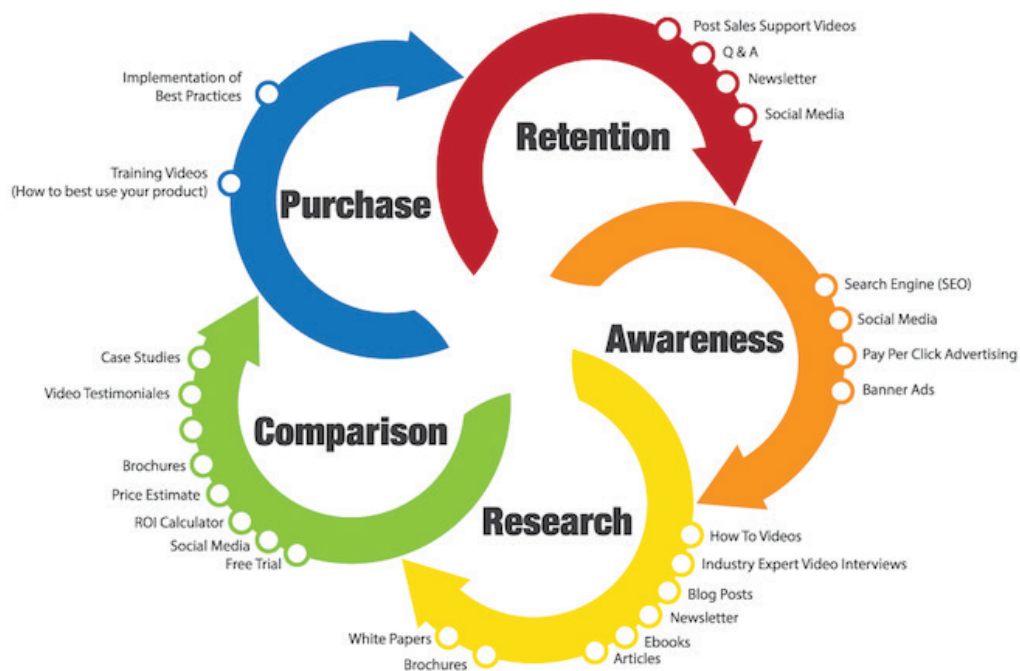
But how can organizations maximize opportunity from existing customers while creating better experiences that grow retention and brand loyalty? That's literally the million-dollar question.

While companies have traditionally focused heavily on pre-sales funnel marketing to gain new customers, they're now keeping a sharp eye on the full customer lifecycle.

As a result, they're addressing the post-sale relationships more aggressively through strategies like retention, loyalty, advocacy/influencer, internet privacy, customer experience, onboarding, product enablement, tech support and more to increase customer lifetime value (CLV) and greatly impact the bottom line.

Customer lifecycle marketing is in demand and highly dependent on and supported by critical marketing functions like digital and product marketing to support the go-to-market (GTM) strategy holistically.

This [illustration](#) demonstrates how a prospective or existing customer progresses through a marketing, sales, and buyer lifecycle from beginning to end to retention and ways to support the customer journey via communication across multiple digital touch-points throughout the cycle.



## Three CLM Trends to Watch

### 1. BUYER BEHAVIORS ARE CHANGING

Companies can only win if they understand, embrace and address changing buyer behaviors. Everything's different now, and technology has changed dramatically. Consumers have more access than ever before to what they want when they want it and where they want it. In many cases, the buyer's lifecycle is almost completely self-service. For many products and services, this empowers buyers to independently access enough information to make informed and educated buying decisions without depending on a sales representative.

While having a conversation with someone about the product or service is still valuable, buyers can now get most of the way through the lifecycle on their own. By the time they do decide to engage with a representative, they're more educated and ask more informed questions to make the best buying decision.

### 2. WINNING BRANDS WILL MAKE A DIFFERENCE

Brands have historically positioned themselves from the inside out by leaning on *their* story, *their* leadership, *their* history, *their* strong financial backing, *their* global footprint—and on and on all about them.

Brands will be better served by making it about what problems you solve for people and the bigger impact you make on your community, your country and the world.

The key is to create your brand message from the outside in. Buyers are hyper-sensitive about what companies do—for better or worse. Remember that your brand exists to meet a societal need, and you should be clear about how you're making a difference, serving your community or committing to something bigger than just your product or service.

### 3. CONSUMER ENGAGEMENT BEYOND THE SALE

You've heard it before, and you'll hear it again: Keep your eyes on the customer... or else. Make sure you're building sustainable programs that create better user experiences.

Remember that existing customers and their voices are the foundation of your company's success—not only from a revenue retention perspective, but also from an advocacy and influencer perspective.

Customers are far more successful at selling your product or service than you because they're authentic. Your customers promote (or detract) based on their personal experience. They're not paid advertising.

B2B organizations must systematically support post-sale customer engagement to retain customers, grow existing accounts and create advocates. And companies understand this.

Turn your users into big fans and you'll amplify your message far beyond anything paid advertising could do.



ACCORDING TO FORBES, 34% OF MARKETING DECISION-MAKERS PLAN TO INCREASE THEIR CUSTOMER ENGAGEMENT HEADCOUNT BY 10% OR MORE.

## First Impressions: How A Poor Interview Experience Will Negatively Impact Your Employer Brand



ELLIE KALB, DIRECTOR,  
DEMAND GENERATION AND MARKETING

Candidates work hard to make a positive first impression throughout the interview process. They've perfected their elevator pitch, researched your company, prepared questions and changed outfits three-plus times before arriving.

But are you, as an employer, putting in the effort to ensure a positive candidate experience in return?

Successful companies understand the importance of a job seeker's journey and why an engaging interview process is essential to developing a strong employer brand to attract top talent.

**Remember:** Job seekers are interviewing you as much as you're interviewing them—especially in today's candidate-driven job market. So, you should make sure their experience with your company—regardless of the outcome of the interview process—is a positive one.


Here's why.

**People talk.** I was recently on a call with an awesome candidate. She fit the role perfectly, which doesn't happen often. She had a great personality and an impressive skill set. Even her compensation requirements lined up. Everything was going great until I shared the name of our client. She politely interrupted and let me know she had a friend who interviewed with the same company a year ago. Her friend felt underappreciated and eventually removed herself from the process. As you can imagine, my rock-star candidate wasn't interested in pursuing the opportunity, given her friend's negative experience. Huge bummer.

Remember that the candidate experience you provide impacts your employer brand, and ultimately your reputation, for better or worse. Make sure this interaction is positive and it'll pay off more than you might think.

**One-star interview ratings won't cut it.** I received this message from a candidate after his in-person interview: "I don't think this is the right fit. I was waiting in the lobby for nearly thirty minutes."





Most employers will agree that it's never a good sign if a candidate shows up late to a job interview. It's rule number-one, after all: always be on time. Yet somehow, hiring managers are leaving candidates stewing in their lobbies for ten, fifteen or sometimes even thirty-minutes. This is unacceptable. The punctuality standard goes both ways. If interviews are running more than five minutes late, apologize, communicate and give your candidate the option to reschedule if they need to be somewhere else—which is probably another interview given this job market.

**Your feedback is valuable.** I was working with a candidate who was open to learning about new opportunities. She was happy in her current role but grew very interested in a position I was working on—and rightfully so. Her background aligned well with the job description.

Over the next four weeks, she completed three video conference calls and a test case before being asked to come in to give her final presentation.

A day after her final interview, I received the following message via email from the hiring manager: “Unfortunately, we will be passing on (my candidate). I’ll let you know if there is any feedback.”

Then, *crickets*.

Candidates want feedback after an interview, yet some employers are unwilling to give it. This is a missed opportunity to improve your employer brand. It's one of the greatest gifts you can give someone during their job search: taking the time to acknowledge their effort, tell them what you liked, and give them the information they need to improve. This helps each applicant feel valued, and they'll respect and appreciate your brand all the more for the respectful and actionable feedback they can take with them on their job search.

**Employer brand management is reputation management.** Over time, your effort toward offering positive and engaging interviews will deliver the best candidates. Respecting your candidates' time and effort, having a good conversation and sharing your enthusiastic sales pitch about the organization all make a difference. Hired or not, a good candidate experience will help you build a stronger employer brand, create a new brand ambassador and ultimately elevate your reputation.



# Understanding Our Salary Guide

The 2023 Demand Generation Salary Guide is a comprehensive resource for compensation information, hiring trends and topics, and marketing industry insights.

This information is compiled from thousands of candidate profiles, hundreds of placements, and data from more than 5,000 contacts in our database.

Understanding the latest salary trends and hiring outlook is critical to your organization's ability to attract and retain the best talent. With it, you can boost your competitive advantage and better attract and retain top-tier marketers.

Here are a few things to note when using this resource.

- The ranges are wide and do not account for "senior" and "associate" titles as well as any other variation of a title.
  - If someone has the title "Senior Director" or "Associate Director," their compensation is listed in the Director section.
  - Salaries are self-reported.
- Our salary guide does not factor in any bonuses or equity because there are simply too many variables to consider when trying to factor in bonuses, equity, stock, LTIP, etc.
- There are almost 2,000 data points used (i.e., salaries added to the database from the last two years) to compile the salary ranges. We considered the top 10 percent and the bottom 10 percent of salaries for each position "outliers" and did not use them here.
- We rounded the averages to the nearest \$1,000.
- We used "years of experience" as a guideline. No data was pulled from our database correlating years of experience to the title of a position.

## Content Strategy and Content Marketing

Content marketing helps organizations attract, engage, convert and retain audiences by creating and sharing relevant articles, videos, podcasts, and other media that establish expertise, promote brand awareness, and keep a business top of mind. It involves brands acting more like publishers and creating customer-focused content that addresses questions to meet their needs and challenges. Content marketing drives measurable results and ROI over more traditional marketing tactics.

TITLE	YEARS OF EXPERIENCE	PAY RANGE
Director	7-12	\$140K-\$175K
Manager	5-7	\$110K-\$145K
Specialist	2-4	\$70K-\$96K

### OVERVIEW OF ROLES

#### DIRECTOR OF CONTENT MARKETING

This role develops marketing strategy and leads a team of marketing and content professionals. Their team creates and executes a content plan that drives engagement across various customer touchpoints and channels while ensuring content is on-brand, compliant and in alignment with overall business objectives. They must be able to maintain and grow relationships with stakeholders to ensure alignment on key processes, policies and planning to drive key strategic initiatives. This includes developing presentations for senior executives by leveraging data to derive actionable insights and recommendations, setting strategic plans for content and SEO, and developing roadmaps to drive content personalization and optimization strategies.

#### CONTENT MARKETING MANAGER

These managers provide strategic insight to guide content marketing strategy and best practices within sites and channels to support customer and prospect journeys. They oversee content strategies and implement comprehensive content-delivery plans to drive customer demands for their products and brands through a variety of channels like digital, social media, print, video and audio. This includes collaborating with internal and external partners to create and optimize content, ensuring content is compliant and conveys the brand and voice of the organization, leveraging site and channel analytics for data-driven decision-making and course alterations, monitoring content effectiveness, recommending tactics, and ensuring content follows accessibility guidelines and SEO best practices. This role may oversee content specialists and other contributors.

#### CONTENT SPECIALIST/CONTENT STRATEGIST

This role researches content and consumer trends, develops content strategies, and delivers content across a variety of channels. They often work closely with internal marketing and creative teams or agency partners in the development and execution of content and campaigns, ensuring content is engaging and consistent across all media platforms and that it supports department and organizational goals. This includes developing a plan for content and overseeing how that plan is carried out by monitoring performance, producing reports on analytics, and advising on best practices to convey a message to specific target audiences. Valuable skills include marketing communications, copywriting, content management, editing, branding, strong collaboration and communication.

## Customer Lifecycle Marketing

Customer Lifecycle Marketing (CLM) is an overarching strategic marketing model that holistically focuses on personalized experiences and relationship marketing for all types of customers and personas.

This includes activities and programs to attract and engage prospects throughout the pre-sale buyer journey, to managing communications and initiatives for existing customers post-sales to maximize business growth.

CLM professionals focus across the entire customer lifecycle, or they may focus on a dedicated customer segment such as awareness and acquisition or retention, loyalty and advocacy programs.

TITLE	YEARS OF EXPERIENCE	PAY RANGE
Vice President	15+	\$210K-\$275K
Director	7-12	\$140K-\$180K
Manager	5-7	\$110K-\$137K
Specialist	2-4	\$73K-\$105K

### OVERVIEW OF ROLES

#### VP, CUSTOMER LIFECYCLE MARKETING

This role leads a marketing team, manages processes and best practices, and drives the use of the martech stack to maximize customer relationships across all buyer personas, customers and the entire omnichannel marketing ecosystem. Responsible for increasing customer lifetime value (CLV), this role oversees the customer lifecycle strategy and roadmap, determines the data and technology architecture and business processes needed to deliver it, and oversees the development and execution of the marketing plans for customer journey management.

#### DIRECTOR, CUSTOMER LIFECYCLE MARKETING

This role has a wide-range scope of responsibilities and is the subject matter expert for lifecycle communications. This role owns the strategy for how a company interacts with prospects and clients from pre-sales to post-sales and beyond. Responsible for strategic planning of digital communications outreach and interaction across the customer lifecycle. This position ensures that outreach efforts are coordinated and aligned across all departments and business units while mapping journeys, frequency, and results for lifecycle communications.

#### MANAGER, CUSTOMER LIFECYCLE MARKETING

With more hands-on expertise than a director role, this role builds, deploys and integrates the customer engagement strategy via multiple cross-channel communication platforms: email, social, web, text/SMS, apps, webinars and more. This position has in-depth experience with end-to-end campaign management and implementation of best practices at a campaign level while identifying ways to improve campaigns via A/B testing, analytics, optimization, segmentation, automation and tactical execution.

#### SPECIALIST, CUSTOMER LIFECYCLE MARKETING

This role plays a critical part in supporting awareness, engagement and customer retention initiatives by helping craft stories, designing and executing various campaigns, and conducting A/B tests that drive acquisition, conversion, customer engagement and revenue optimization. Using a combination of paid and owned marketing channels, this position helps execute omnichannel marketing strategies that drive product adoption of new customers as well as programs for existing customers.

## Demand Generation

Demand Generation leverages technology to increase sales and marketing efficiency. It's about knowing which stage of the buyer's journey your prospect is in, creating content that covers each, and moving them through to ultimately close the deal. Working very closely with sales, the goal is to create a need for the product or service. Demand Generation is responsible for boosting brand awareness, building trust, and fostering a deep connection with your target audience. This area provides the right information to the right people at the right time and is critical to a high-growth company's success.

TITLE	YEARS OF EXPERIENCE	PAY RANGE
Vice President	15+	\$190K-\$250K
Director	7-12	\$135K-\$175K
Manager	5-7	\$85K-\$130K
Specialist	2-4	\$65K-\$85K

### OVERVIEW OF ROLES

#### VP OF DEMAND GENERATION

This role has significant experience driving revenue growth, adoption and retention. This role leads the overall strategy and direction while managing and growing a team of 5-10+ marketers. This VP gives strategic guidance to strengthen demand generation programs, increase funnel velocity, and drive customer loyalty through brand awareness. Typically, only large enterprise companies have this role.

#### DIRECTOR OF DEMAND GENERATION

This position requires a marketer to have a 50/50 split of strategic and tactical skills. This role builds and executes strategic marketing programs to generate leads, engage accounts and drive revenue. Depending on the organization, this role has up to five direct reports. While leading a team, this role is tasked with the planning, development, execution, and optimization of demand generation campaigns and programs.

#### DEMAND GENERATION MANAGER

This role has expert-level experience in marketing automation and successfully builds and executes multi-channel campaigns from scratch. These managers contribute to strategy, collaborate with key stakeholders and begin to own their craft.

#### DEMAND GENERATION SPECIALIST

This role is generally responsible for executing campaigns in support of marketing initiatives. They'll likely assist with digital ads, webinars, in-person events, and content creation while also reporting on campaign results using CRM and/or marketing automation platforms.

## Digital Marketing

Digital marketing is advertising delivered through digital channels and electronic devices to promote brands and connect potential customers using the internet and other digital formats like SEO/SEM, paid media, email, social media, content, web ops, mobile, analytics, web-based advertising, e-commerce, UX/UI and more. Digital marketing is anything that interacts with customers in any way online to connect with them at the right place, the right time and with the right message that catches their attention and solves their problem.

TITLE	YEARS OF EXPERIENCE	PAY RANGE
Vice President	15+	\$200K-\$265K
Director	7-12	\$158K-\$195K
Manager	5-7	\$95K-\$137K
Specialist	2-4	\$65K-\$91K

### OVERVIEW OF ROLES

#### VP OF DIGITAL MARKETING

This position generally oversees a large team of marketers (SEO/SEM, social, display, designers, UX/UI) and is responsible for setting strategy and overseeing digital marketing operations to increase digital presence, drive traffic to the website, and convert visitors to customers. By driving demand, sales, competitive positioning, branding, messaging, campaigns, events and more, this role is always thinking about customer acquisition cost (CAC), buyer journey and content that resonates.

#### DIRECTOR OF DIGITAL MARKETING

Similar to how a VP oversees the digital marketing organization, the director oversees all digital marketing initiatives to drive traffic and generate sales. Responsible for developing and implementing internet marketing strategies, the director analyzes data, optimizes existing initiatives, and develops new programs to increase effectiveness and enhance user experience. Directors have diverse skills across all digital channels and are generally involved in strategy and hands-on execution as a 50/50 player-coach—largely because digital strategies are dependent on technical skills as well as creative abilities.

#### DIGITAL MARKETING MANAGER

This role is in charge of developing and completing marketing projects according to the organization’s goals and values. They must create efficient and effective advertising strategies in digital spaces to promote products or services. Digital marketing managers focus on increasing sales and brand loyalty by creating programs or campaigns to increase awareness and satisfaction. These managers must have expert-level web knowledge, technical abilities, and be tuned into the ever-changing digital marketplace. An advanced understanding of internet regulations and standards is a plus.

#### DIGITAL MARKETING SPECIALIST

Specialists help develop and implement digital marketing strategies to optimize marketing effectiveness and enhance user experience. They administer and execute promotions through all available digital marketing channels. Responsible for planning and implementing search engine, web, content curation, keyword research, mobile, email, e-books, video and other digital-related campaigns. This position also gathers and reports analytics and metrics to measure performance and enhance activity. This role is typically deeply involved in technical platforms like Google Ads & Analytics, CRM, CMS, email platforms, etc. Using a combination of paid and owned marketing channels, this position helps execute omnichannel marketing strategies that drive product adoption of new customers as well as programs for existing customers.

## Field Marketing and Event Marketing

Field Marketers work with sales, demand gen, marketing and product teams to manage messaging, events and field campaigns that support the sales pipeline, attract new leads and help digital marketing teams achieve revenue targets. Field marketers focus on identifying relationship-building and lead generation opportunities based on specific sales and marketing goals. Their role consists of engaging with prospects and customers across several touchpoints like conferences, trade shows, webinars, events and workshops to build brand awareness, maintain brand positioning, create a positive brand perception, increase sales, gather customer insights, and grow customer relationships. Tactics can include hosting virtual events, sending samples via mail, leveraging user-created content, offering 1:1 chat rooms at conferences, utilizing live video, creating online communities, promoting products via influencers, responding to messages via social, sending mobile surveys, and co-marketing with partners.

TITLE	YEARS OF EXPERIENCE	PAY RANGE
<b>Director</b>	<b>7-12</b>	<b>\$145K-\$175K</b>
<b>Manager</b>	<b>5-7</b>	<b>\$105K-\$145K</b>
<b>Specialist</b>	<b>2-4</b>	<b>\$65K-\$105K</b>

### OVERVIEW OF ROLES

#### FIELD MARKETING DIRECTOR

Typically reporting to the executive level or C-suite, this role directs and oversees operations and develops marketing plans and campaigns to promote the organization or its products/services via conferences, tradeshow or similar events. This includes establishing departmental policies and procedures, contributing to strategic planning and goal setting for the department in collaboration with senior leadership, and directing other employees (including responsibility for personnel actions including hiring, performance management, and termination). Direct supervision of staff workflow is often provided through subordinate managers.

#### FIELD MARKETING MANAGER

This role administers marketing plans and campaigns to promote the organization or its products/services via conferences, tradeshow and similar events. They collaborate with sales to develop a marketing events calendar that supports overall sales and marketing strategies. This includes targeting local markets, overseeing planning and budgeting, establishing metrics/key performance indicators (KPIs) and analyzing ROI to inform future strategy. These managers lead and direct other employees, including specialists.

#### MEETING AND EVENT SPECIALIST:

This role has one or two years of hands-on experience using MAP and CRM systems. Responsible for managing the day-to-day operations for lead scoring, database segmentation, and campaign execution; this role serves as a system administrator with a general overview of the marketing infrastructure.

## Marketing Operations

Marketing Operations has an opportunity to drive the future of the marketing space. In fact, marketing leaders believe that today's marketing operations professionals are the next CMOs due to their strong skillset in understanding technology, leveraging data, and aligning sales and marketing teams. With the martech landscape exploding over the last decade, this area is the backbone of any successful department. The function generates better campaigns, better workflows and ultimately, better results. It's the umbrella under which B2B marketing programs become efficient and effective.

TITLE	YEARS OF EXPERIENCE	PAY RANGE
Vice President	15+	\$180K-\$225K
Director	7-12	\$145K-\$180K
Manager	5-7	\$105K-\$145K
Specialist	2-4	\$65K-\$90K

### OVERVIEW OF ROLES

#### VP OF MARKETING OPERATIONS

This tech-savvy VP is typically found in larger organizations of 1,000 employees or more. They're in charge of the development and processes related to martech tools and infrastructure that help the business operate more efficiently.

#### DIRECTOR OF MARKETING OPERATIONS

This position tackles operational challenges and streamlines processes while working in a highly cross-functional and high-visibility role. Responsible for leading the overall strategy and execution of the company's lead roadmap and lead processes to optimize funnel performance; this director is the architect and construction manager of optimal marketing operations.

#### MARKETING OPERATIONS MANAGER

This is an extremely hands-on and technical position that works to create scalable processes that ensure best practices in both marketing automation and CRM systems. Responsible for managing the database and designing workflows, this manager increases the flow of qualified leads to sales.

#### MARKETING OPERATIONS SPECIALIST

Specialists help develop and implement digital marketing strategies to optimize marketing effectiveness and enhance user experience. They administer and execute promotions through all available digital marketing channels. Responsible for planning and implementing search engine, web, content curation, keyword research, mobile, email, e-books, video and other digital-related campaigns. This position also gathers and reports analytics and metrics to measure performance and enhance activity. This role is typically deeply involved in technical platforms like Google Ads & Analytics, CRM, CMS, email platforms, etc. Using a combination of paid and owned marketing channels, this position helps execute omnichannel marketing strategies that drive product adoption of new customers as well as programs for existing customers.

## Product Marketing

Product marketing is the process of bringing the product to market and making it sellable by aligning product positioning with customer needs. The result is product purchases and, ultimately, revenue. By driving all aspects of the commercialization strategy, such as positioning, messaging, product launches, naming, packaging, pricing, funnel and more, this role is responsible for educating buyers on how the product solves their problems. social, sending mobile surveys, and co-marketing with partners.

TITLE	YEARS OF EXPERIENCE	PAY RANGE
Vice President	15+	\$180K-\$242K
Director	7-12	\$158K-\$190K
Manager	5-7	\$95K-\$137K
Specialist	2-4	\$65K-\$85K

### OVERVIEW OF ROLES

#### VP, PRODUCT MARKETING

This role sets strategies and oversees all product marketing operations. Responsible for leading a team to partner with product leadership, the VP builds an efficient and effective product launch engine and guides the GTM strategy through strategic positioning, market definition, demand and field support. As the internal expert on the customer, product, competitors and market position, this role bridges teams to activate GTM around campaigns to drive adoption, revenue and positive customer experiences—all while overseeing the analysis of product performance and researching the competitive landscape and additional customer opportunities.

#### DIRECTOR, PRODUCT MARKETING

This role directs the product marketing function and initiatives that align with the goals set forth by the VP of Product Marketing. Responsible for the development and implementation of short and long-term marketing campaigns and strategies to promote products, the director analyzes and interprets research to understand the products' competitive landscape, identify potential and existing customers, and effectively differentiate the organization's offerings in the market. They are the key drivers of defining value propositions and developing targeted communication strategies.

#### MANAGER, PRODUCT MARKETING

This role oversees the development of campaign strategies, leads outbound marketing activities, and presents the products in ways that will strengthen the brand and boost sales. This role is responsible for conducting research to identify potential and existing customers, competitors and markets. They also develop and administer launch plans for new products and campaigns to increase the market share of existing products while evaluating the performance of the marketing initiatives and making changes as needed. This role is also responsible for participating in planning sales promotions and other events and activities that promote the product while training sales.

#### PRODUCT MARKETING SPECIALIST

This role focuses on the marketing content and branding activities of a specific product or service and assists in the development of marketing campaigns and strategies. They conduct research studies to further improve the marketing content related to the product, and they ensure that the branding is consistent for easy product association. They also perform design and draft product-specific data sheets, promotional materials, presentations, advertisements, brochures and other sales enablement tools. These specialists must be familiar with industry trends and the product's target market.



## Revenue Operations

Otherwise known as RevOps, this area delivers visibility across the entire revenue team, improves efficiency across the revenue process, drives revenue predictability, and achieves revenue growth. RevOps is the alignment of sales, marketing and customer success operations, in partnership with finance across the full customer lifecycle to drive growth through operational efficiency. It's a centralized function that consolidates these historically siloed teams to provide a better end-to-end view to administration and management while leaving day-to-day processes within the departments.

TITLE	YEARS OF EXPERIENCE	PAY RANGE
Vice President	15+	\$225K-\$280K
Director	7-12	\$160K-\$200K
Manager	5-7	\$120K-\$160K
Specialist	2-4	\$65K-\$110K

### OVERVIEW OF ROLES

#### VP OF REVENUE OPERATIONS

This role drives annual planning processes and has a deep understanding of standard business practices related to marketing and sales operations processes and systems: sales cycle, CRM, marketing applications, lead generation, reporting, forecasting, territory management, compensation planning and sales quotas. The VP will also have a proven track record of leading change management, ensuring that the best tools and processes are in place, building aligned tooling and developing methods to measure and systemize sales KPIs for internal teams and customers. Other responsibilities may include maintaining infrastructure, overseeing analytics and creating organizational alignment.

#### DIRECTOR OF REVENUE OPERATIONS

This is a strategic leader who drives productivity across GTM teams by improving existing processes, tooling and data accuracy. The director will ensure the successful delivery of sales planning, forecasting, pipeline management, account assignments, territory planning, GTM rules of engagement definition, sales and customer service performance reporting, quota setting, process optimization, and RevOps team development. This role assists with the selection of tech options and drives implementation for GTM teams.

#### REVENUE OPERATIONS MANAGER

This role is a problem-solver and a data-driven decision-maker who aligns GTM/operations teams with a cohesive goal and strategy to stay focused on driving revenue across the end-to-end funnel. This includes process analysis, workflow optimization, monitoring and measuring revenue pipeline, scalability, technology review/implementation, forecasting, and data analysis like win rate, sales pipeline velocity and sales forecasts. Working cross-functionally to strategize, share insights regarding the impact of business operations, centralize information, and operationalize, this role is a crucial influencer of change.

#### REVENUE OPERATIONS ANALYST/SPECIALIST

This role extracts and analyzes data to help stakeholders make informed decisions. They're responsible for creating/automating dashboards and reporting, identifying opportunities for process efficiencies and the creation of repeatable processes, maintaining data hygiene, reviewing deal closes, reporting on commissions, performing lead/pipeline analysis, and capacity planning. Someone in this role will have experience working with data from a variety of platforms, including CRM, marketing automation, Excel, sales enablement, business intelligence (BI)/data visualization tools, and more.





# About Versique

## WE BELIEVE PEOPLE ARE THE ULTIMATE BUSINESS ADVANTAGE.

Versique is a high-performance recruiting firm that specializes in interim solutions, direct hire, and executive leadership search. Our team of experienced professionals and seasoned leaders across various areas of expertise and industries have been in your shoes. We can quickly assess your whole people picture and identify the elements that will take your business to the next level.

The Versique brand represents a powerful combination of “versatile” and “unique” as it hints at the concept of “search” in its pronunciation: ver-seek.

### OUR AREAS OF EXPERTISE:

-  Human Resources
-  Demand Generation & Marketing
-  Engineering & Operations
-  Finance & Accounting
-  Information Technology

### BROAD INDUSTRIES WE SERVE:

-  Healthcare Leadership
-  Consumer Packaged Goods
-  Private Equity
-  Banking & Financial Services
-  Manufacturing
-  Family-Owned

At Versique, we believe people are more than a resume. People invent, propel, unearth, and build. They transform teams, markets, industries, and bottom lines. People do more than just fill an open position. They open greater potential. We're here to help fill your human potential and build your human capacity. Let's find your people together. And make the best possible.

For the past four years, Versique has been recognized as a Star Tribune Top Workplace, and was awarded a Best Place to Work in 2022 by the Minneapolis/St. Paul Business Journal. Versique also ranks as one of the top 25 most socially/marketing engaged staffing firms in the country and #1 in Minnesota by LinkedIn.

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## Contact OUR DEMAND GENERATION RECRUITING TEAM

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Let's connect today to start the search for top Demand Gen talent or to find an exciting new opportunity for yourself.

952.935.2000  
info@versique.com

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