

# HealthCare Recruiters International

## 2017 Marketing Salary Guide

Hiring Trends, Salary Ranges, Role Descriptions and more

# Introduction

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From Fortune 500 industry leading organizations to first-round startups across the nation, HealthCare Recruiters has its finger on the pulse of the healthcare industry. Through our dedication to providing high performance, relationship-driven healthcare and medical engineering recruiting services, we've gained deep insight into the hiring trends, challenges and outlook within healthcare.

This guide will give you a better idea of how to position your organization to attract the most skilled and reputable healthcare marketing professionals. If you're seeking a career in healthcare marketing, this guide will give you the insight necessary to make the most of your next career opportunity.

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# Meet the Team

## Jonathan Guidi



Jon is currently the President of HealthCare Recruiters International and leads the Executive Search practice. Jon has managed many key relationships across a variety of sectors and is expert in developing recruiting strategies to scale a business that requires a specialized workforce.

Previously, Jon spent 10 years with Morgan Stanley and UBS Financial ending his tenure as Senior Vice President. Jon began his career as a Financial Analyst for San Mateo County. Jon is a regular speaker at global recruiting events and is widely considered a global thought leader on innovation and technology usage in the recruitment sector.

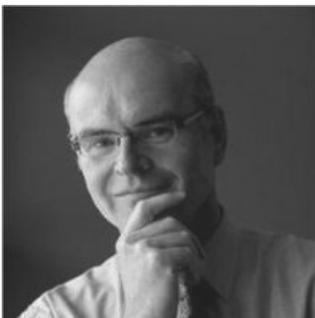
## Matthew De Casare



Matthew has over 10 years of healthcare and life science full-desk recruiting. He started as a Recruiter at HCRI and has moved into more Business Development and Account Management focused positions, including being the Principal of the company's sourcing service division.

Matthew excels at working with clients to determine a staffing strategy around their hiring goals, tailoring HCRI's suite of services to individual clients needs and executing on a strategic partnership. Prior to his work at HCRI, Matthew was an EMT and Paramedic.

## Stephen Jacobs



As Principal of HealthCare Recruiters International, Steve focuses primarily on senior management and executive level searches for Medical Device, Biopharma and Health Technology companies. He is adept at sourcing candidates for positions requiring highly specific work related experiences or educational credentials. His areas of expertise span from Product Development (R&D, Clinical Operations) to Commercial & customer facing positions (Business Development, Sales & Marketing, Contracting, Medical Affairs).

Steve can draw on his own leadership experience with Fortune 500 and startup healthcare companies including J&J, Abbott, Fresenius, Orthocare Innovations and Checkpoint Surgical. He offers value-added expertise, including the design of optimal candidate profiles and compensation benchmarking. The candidates he presents have been thoroughly vetted for position "fit" and are offered for consideration with an accompanying candidate profile.

# Meet the Team

## Tim Flanagan



Tim has over a decade of experience in placing experienced talent in the healthcare community. His clients range in size from Fortune 10 to early stage startups. As Senior Partner at Healthcare Recruiters International,

Tim helps lead the company's recruiting division with a focus on Clinical Executive Level positions. Tim leverages his extensive background in Medical Sales and Healthcare industry experience to deliver proven staffing solutions for his clients. His consultative approach allows him to create unique solutions for each client's situation.

## Carol Raia



Carol focuses on commercially focused searches in the medical device and pharmaceutical industries. Carol brings 37 years of recruiting experience to her engagements.

Carol has built new product development, marketing and sales teams for some of the world's most respected medical products companies. Carol resides in Orange County California and works on searches nationwide.



# Understanding this Salary Guide

This healthcare marketing salary guide is a comprehensive resource for hiring trends and compensation information across the country. This guide includes salary ranges and role descriptions for a wide range of niche healthcare marketing positions. HealthCare Recruiters International created this salary guide through the collection of information, opinions and data from the hundreds of candidates and clients in our database who have been profiled for potential roles, thousands of healthcare industry placements, personal industry experience and a recently conducted questionnaire.

Based on information gathered over the past 12 months, this salary guide is the most comprehensive, as well as the most current. We've worked with companies ranging from Fortune 500 industry leaders to first-round emerging startups. With 14 offices nationwide, HCRI casts a wide net over the industry.

With unmatched and up-to-date insight into the current landscape of the healthcare marketing industry, we hope to help guide your organization through the talent acquisition process.

Understanding the current hiring outlook and latest salary trends is critical to your organization's ability to attract and retain top healthcare marketing talent. This salary guide will not only help you attract the best healthcare talent the market has to offer, it will also boost your competitive advantage by ensuring you are aligned with industry compensation expectations.

*“When you're armed with the right information, your organization can be more competitive when it comes to hiring and gain a better idea of the salary ranges offered by both the industry and your competitors.”*

# Healthcare Marketing Overview

As a result of the recent election and a rapidly industry, 2017 is a year full of both opportunity and uncertainty for healthcare. Many are questioning the fate of the Affordable Care Act (ACA) and wonder how replacement will impact their organizations. One thing is clear to everyone: given the current political climate, changes are definitely on the way despite the industry spending years adjusting to the ACA.

The future presents challenges and opportunities for healthcare. According to the Bureau of Labor Statistics' latest projection, one in three net new jobs in the U.S. will be produced by the healthcare sector over the next decade. In the midst of this, there are numerous other factors that will have an impact on demand for talent, including the aging baby boomer population's inevitable exit from the workforce, growing competition for physicians and surgeons and professionals who specialize in areas like therapy and home health.

Great marketers who specialize in healthcare are hard to find and even harder to retain. Today's healthcare industry needs innovation when it comes to marketing talent. Specifically, I'm referring to leaders who are able to shape a team, drive new ideas and grapple with the strict regulations that all healthcare professionals must comply with. Senior marketers must possess a deep knowledge of both general and healthcare-specific marketing, including budget allocation, local market knowledge and technology changes.

Attracting top marketers to your organizations will require deep knowledge of salary trends and expectations, which you can learn about from this guide. Building and preserving your brand depends on smart marketing and having the edge on attracting top talent. With the right salary and benefits package, you'll have a higher chance of winning over that sought after candidate.

*“According to the Bureau of Labor Statistics' latest projection, one in three net new jobs in the U.S. will be produced by the healthcare sector over the next decade.”*

# Overview of Salaries and Roles

## Marketing Assistant

Salary: \$80,000 | Bonus: 5 - 10%

The Marketing Assistant coordinates and assists with the marketing activities of a product or business line that may include initiatives ranging from advertising, direct mailing, digital marketing, printing, customer events and trade shows. May require a bachelor's degree with 0-2 years of experience in Healthcare Marketing. Must be familiar with the standards concepts, practices and procedures within the healthcare field. Must support all marketing efforts on behalf of the company. Additional recommended skills:

- Social Media Management
- Outbound Marketing
- Intermediate Design
- Website Management
- Must work well with others and be driven to succeed

## Senior Marketing Specialist

Salary: \$80,000 | Bonus: 5 - 10%

The role of Senior Marketing Specialist is similar to more Junior specialists, except it comes with additional supervisory or managerial duties. Senior Marketing Specialists provide a number of services, ranging from guiding marketing strategies for products or services to tracking projects and mentoring colleagues. Must possess superior organizational and creativity skills, and design skills are a plus. Because marketing involves communicating ideas to potential customers, Senior Marketing Specialists must have excellent written and verbal communication skills.

- Perform market research studies and analyze their findings
- Assist in developing pricing strategies, advertising goals and sales proposals
- Recommend and coordinate marketing activities and policies to promote products and services
- Creativity, communication and organizational skills

# Overview of Salaries and Roles

## Marketing Analyst

Salary: \$80,000 - \$115,000 | Bonus: 5 - 10%

The Marketing Analysts help healthcare businesses gain more insight into their products from a marketing perspective. The Marketing Analysts create a plan, analyze the available data and come up with multiple potential solutions. They do this by looking at information such as the target audience's demographic data, market data, and studies from reputable research organizations. The information produced by Marketing Analysts helps companies to better understand their potential and current customer/patient bases, the current field of competition and price structures. 5-8 years of experience is required.

- Must analyze data and communicate findings
- Develop marketing strategies for diverse business environments
- Provide recommendations to optimize marketing campaigns
- Identify market segments, estimate consumer demand and position products.
- Conduct marketing program, business and trend analysis through the use of predictive statistics, customer profiling and data analysis.
- Develop metrics and strategies to test and enhance performance.

## Product Manager

\$85,000 - \$125,000 | Bonus: 10 – 20%

The Product Manager role exists to ensure proper execution of marketing, operations, and other related activities related to our products. The Product Manager will be responsible for providing support on commercial plans, product management, and execution of marketing strategy. The Product Manager will also be responsible for the supervision and management of operations related processes for the successful delivery of product.

- Several years of prior product management experience, preferably within the Medical Device / Medical Technology industry
- Start-up experience a plus

# Overview of Salaries and Roles

## Marketing Manager

\$115,000 - \$140,000 | Bonus: 10 – 20%

The Marketing Manager supervises and helps create the various advertising, digital marketing or merchandising sales campaigns the business leverages to sell both itself and its products. Marketing Managers can be assigned to a single product, a product line, a brand of an entire company. Marketing Managers may devise the entirety of marketing campaigns, but will see a generalized opportunity to enlist various members of his or her marketing team to brainstorm campaign ideas. One of the key skills that Marketing Managers must possess is organization, as even small changes on existing marketing campaigns can require a great deal of coordination and timing precision.

- 5+ years relevant experience
- Collaborate with product managers to implement new and modified programs and initiatives
- Assist in developing market research studies and analyze their findings
- Assist in creating, recommending and implementing marketing programs and campaigns for products and services of the organization.

## Digital Marketing Manager

\$115,000 - \$140,000 | Bonus: 10 – 20%

The Digital Marketing Manager is in charge of developing and completing marketing projects according to the organization's goals and values. This means creating efficient, effective digital marketing strategies to promote products and services. This position must focus on increasing sales and brand loyalty by holding events or executing campaigns to increase awareness and engagement. Digital Marketing managers must have an expert-level knowledge of the digital ecosystem. Technical abilities such as mastery of SEO and Content Marketing are critical.

- Develop and implement strategies for Digital Marketing
- Coordinate online marketing campaigns on all social and digital platforms
- Lead website development and oversee customer-facing digital channels
- Track and maintain analytics reports to provide up-to-date information to upper management
- Mastery of Pay-Per-Click, SEO, Content Marketing, Marketing Automation
- 3-5 years of relevant experience

# Overview of Salaries and Roles

## Marketing Communications Manager

\$110,000 - \$140,000 | Bonus 10 – 20%

Similar to the Marketing Manager, the Marketing Communications Manager oversees marketing for businesses and brands with a focus on brand awareness. One of their main tasks is to build and maintain a strong customer/patient base by focusing on retention and satisfaction. Marketing Communications Managers also develop and implement marketing and advertising strategies. The person in this role must stay up to date and knowledgeable about new technology and marketing methods. Marketing Communications Managers typically supervise a team of marketing staff, which means they are also responsible for training these employees and overseeing the daily actions of staff. Monitoring competition is another key area.

- 4+ years relevant experience required
- Manages marketing communications initiatives, internal and external communications
- Monitors advertising trends and budgets
- Acts as a liaison between outside vendors and management
- Guides and supports management in marketing planning

## Senior Market Manager

\$120,000 - \$150,000 | Bonus: 10 - 25%

This position will be responsible for driving channel strategies and initiatives that drive the penetration and usage in the Professional Channel. Role includes all aspects of marketing such as strategic program development, product launch, messaging, pricing and promotions, and demand generation. Additionally, this position will be heavily involved in developing tools and programs for the channel sales force. Must be customer-centric with proven leadership skills to influence and focus cross-functional teams on the right initiatives that will drive business results.

- Work very closely with and must be very effective in collaborating with product management, Marketing, Sales, R&D, Clinical, Legal, Regulatory and outside agencies.
- Develop and implement strategies for Digital Marketing
- Coordinate online marketing campaigns on all social and digital platforms
- Lead website development and oversee customer-facing digital channels
- Track and maintain analytics reports to provide up-to-date information to upper management

# Overview of Salaries and Roles

## Brand Manager

\$100,000 - \$170,000 | Bonus: 15 – 25%

Brand Managers work with an entire staff as part of a marketing department. He or she enlists marketing research to determine consumer attitudes regarding the brand name, for example. This position assesses the intended market for the brand or product. Additionally, the Brand Manager should also attempt to use various branding strategies to better place goods or services within the brand in its respective marketplace. Brand Managers will also typically need extensive experience within marketing departments before being entrusted with supervising the image of individual brands for a company.

- 5+ years relevant experience
- Develop and lead annual brand strategy
- Responsible for developing plans and executing projects that support the broader marketing strategy
- Leads the development of consumer/patient communications in collaboration with corporate advertising
- Sets objectives, strategies and tactics for all elements of the marketing mix

## Global Product Manager

\$110,000 - \$150,000 | Bonus: 10 – 20%

The Global Product Manager (GPM) supports generating sustainable strategic/tactical programs to accelerate the growth of the business, and drives new product strategy and implements appropriate processes to create a robust framework. This position must coordinate marketing activities with marketing team and create tools to drive strategy. The GPM is responsible for product lifecycle management, providing leadership and direction to teams on large products, and incorporating marketing research to create reports that support future strategy. GPM should also be able to establish methods and procedures for attaining specific goals and objectives.

- Must be able to establish methods and procedures for attaining specific product goals
- Position exercises wide latitude determining objectives and approaches to critical assignments
- 7-10+ years relevant experience required is this correct?
- Market Analysis, Financial Reporting, Product Strategy and New Product Development

# Overview of Salaries and Roles

## Senior Product Manager

\$110,000 - \$150,000 | Bonus: 10 - 20%

The Senior Product Manager is responsible for translating customer needs and business opportunities into a compelling product vision and market changing solutions. The product manager works closely with R&D, IT, and doctors to deliver product innovations that have the power to significantly expand applicability and improve clinical outcomes, while improving efficiency and ease of use for doctors and patients. The product manager will own key strategic and tactical decisions related to the product solution.

- Responsible for recommending and executing a roadmap that meet business objectives and ensure long-term market leadership.
- Experience in medical device marketing and a proven track record in a matrixed, cross-functional environment.
- Must be able to align and influence diverse perspectives without direct authority. A passion for product, strong customer orientation, and a data-driven approach to problem solving are also highly desired.

## Global Product Manager

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# Overview of Salaries and Roles

## Associate Marketing Director

\$150,000 - \$180,000 | Bonus: 10 – 20%

The Associate Marketing Director must be an innovative, high performing global marketer that leads the development of new value-added services to drive volume and customer loyalty targets by supporting the customers in the areas of practice growth/development, operational efficiency, and clinical delivery. This role has end-to-end responsibilities, from ideation and service development to global commercialization of services. The person in this role must also be experienced in defining new opportunities in white space and lead the thinking and the execution.

- Works with executives, regional stakeholders, and cross functional execution team
- Must be able to align and influence diverse perspectives without direct authority
- Strong competencies in analytics, customer insight generation, and a data-driven approach to problem solving
- 7+ years relevant experience
- Experience in a global professional marketing role is required.
- Experience in leading cross functional team(s) is required

## Director, Marketing Communications

\$150,000 - \$200,000 | Bonus: 15 – 25%

The Director of Marketing Communications is responsible for creating, leading and communicating the company's marketing vision and strategy. He or she identifies, pursues and drives clear direction with respect to marketing and external communication including implementation of best practices helping the organization build these into our sales efforts which are focused on the highest levels of customer care and satisfaction and superior product delivery. Leading a team of Marketing Specialists, the Director of Marketing Communications supports our customers and sales, clinical and fund raising teams in all facets of marketing perspective and communications on products and services.

- Minimum Ten (10) years of experience with broad marketing background
- Five (5) years in a leadership/management position.
- Demonstrates increased responsibility in marketing experience and leadership within a medical device, healthcare, hospital or rehabilitation environment.
- Medical device experience preferred.

# Overview of Salaries and Roles

## Director of Marketing

\$150,000 - \$220,000 | Bonus 10 - 25%

The Director of Marketing leads tactical planning and implementation for the brand as well as Pharmaceutical product lines in the US and Canada. This position analyzes current market research and competitor strategies. Additionally the Marketing Director oversees all aspects of a product life cycle and helps plan the launch of new products and releases while also managing the cross functional implementation of the plan. Typically, this role develops and recommends pricing strategies for existing and new products. However, he or she must also deliver brand growth and profit objectives. The Marketing Director also helps identify market opportunities and customer targets through competitive analysis, positioning, and marketing strategy assessments. Also this role helps reveal specific distribution or channel issues and provide appropriate management.

- 5-7 years of relevant work experience
- Strong project management skills
- Ability to create an annual business plan
- Experience managing a department of more than three individuals

## Product Marketing Director

\$160,000 - \$220,000 | Bonus: 10 – 25%

The Product Marketing Director's task is to craft the messaging and position for the company's products. This requires development of innovative marketing strategies that will drive high demand for the product, while also overseeing the enactment of these strategies. Must have a keen eye for detail and quality as well as the ability to not only craft appropriate messaging and positioning for a product, but also ensure that the product will stand out from similar products in the marketplace. Develops and recommend pricing strategies for existing and new products. Delivers brand growth and profit objectives. Identifies market opportunities and customer targets through competitive analysis, positioning, and marketing strategy assessments. Identifies specific distribution or channel issues and provide appropriate management.

- Develop customer-based solutions using the company's products and services.
- 10+ years of relevant experience (is this correct?)
- Collect market data and prepare competition analysis.
- Drive the product marketing programs and develop a marketing plan, budget, and campaign.

# Overview of Salaries and Roles

## VP of Marketing

\$200,000+ | Bonus: 20%+

The VP of Marketing is a highly placed executive or board-level director within the company that is responsible for determining strategies to improve or maintain the market-share for good and services sold. This involved setting strategies in many areas concerned with the presentation of company assets and products, from branding to advertising and even pricing structures.

Marketing VPs will typically have a department dedicated to researching and providing useful analytical data on the effectiveness of current marketing, as well as ideas for future product development. A typical VP has practical experience at all levels of marketing and branding, and candidates for the position should also have extensive education in marketing, and business administration.

- 5+ years relevant experience
- Plan, direct and set the strategic direction of the marketing program for an organization
- Conduct market research and monitor market trends to remain competitive
- Develop pricing strategies to balance company objectives and patient satisfaction

## Chief Marketing Officer (CMO)

\$250,000 + | Bonus 25%+

The CMO is responsible for creating and ensuring the execution of a Healthcare Organization's marketing and sales vision. They must be able to think ahead, innovate and have the ability to communicate what the direction is and how it will be achieved to key stakeholders. CMOs must inspire their sales and marketing employees in this way, but they must also be able to communicate the excitement and vision to the company to the media and clients through the use of numerous marketing channels. The CMO must display outstanding leadership skills and concretely lay out goals that provide direction for members of the sales and marketing teams. Additionally, the CMO must devise ways to measure progress. The CMO must also be able to assess new hires and other employees while juggling all the other responsibilities.

- 5+ years relevant experience required is this correct?
- Leads branding efforts for all organization products, across all forms of media
- Manage and build contracts and relationship base, including handling problems and challenges
- Analyzes and interprets data on customers, buying practices and competitors
- Establish overall marketing communications vision for the healthcare organization

# About HealthCare Recruiters International

## About HCRI

We believe in developing a high-performance culture and then watch everything else align. We work with our clients to understand their business, culture, needs; and build a relationship with talent that fits more than just the job description.

From Fortune 500 industry leading organizations to first-round startups across the nation, we have the experience and dedication to provide you with the high performance, relationship-driven healthcare and medical engineering talent your organization needs.

We have 14 offices nationwide Provides international exposure and local presence through a single point of contact. Founded in 1984, HCRI Specializes in Recruiting exclusively for the HealthCare industry. We have 20+ recruiting practice areas within the healthcare industry to provide clients with a one-stop-shop where they can get the top talent their organization

## Talent and Job Search Resources

### Contact Our Healthcare Recruiting Team

Call 415-773-0333 today to find a new opportunity for yourself or to start the search for top Healthcare talent to add to your team.

### Stay Connected

Follow us on LinkedIn for the latest Healthcare industry updates, career advice, and opportunities.

