



SALARY GUIDE 2026 • FOR JOB SEEKERS

Marketing

What marketing people are asking to be paid, why they're looking, where they'll work, and how to use it to get paid what you're worth.

\$80K

Typical ask for a marketing professional

36%

Are looking for growth or a next step

96%

Would work hybrid

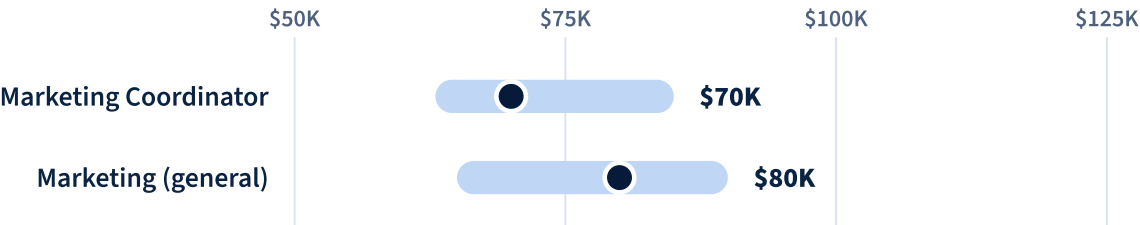
80%

Know WordPress

Built from 104 NorthPoint Search Group candidate questionnaires and job applications (February 2025 – September 2026) and U.S. Bureau of Labor Statistics data.

What they're asking to be paid

Desired base salary, from 58 candidates who told us what they want in their next role. The bar is the middle half of answers. The dot is the typical ask (the median).



Most people set their lowest number close to their ask. A Marketing Coordinator asking \$70K says the lowest they'd take is about \$60K. Decide your own floor before the first call.

TITLE	ANSWERS	MIDDLE HALF	TYPICAL ASK	LOWEST THEY'D TAKE
Marketing Coordinator / Specialist	9	\$63K – \$85K	\$70K	\$60K
Marketing (general)	49	\$65K – \$90K	\$80K	—

Government numbers for comparison

Median annual pay, metro Atlanta, May 2025 (BLS). These include every experience level, so they can run lower than what experienced candidates ask for.

Marketing managers	\$163,500
Market research analysts and marketing specialists	\$79,030
Public relations specialists	\$78,920
Graphic designers	\$62,680

How to read this

Asking pay is base salary only, before bonus and benefits. Titles with fewer than 5 answers aren't shown. About 56% of candidates who gave a location are in Georgia; the rest are spread across the U.S.

WHY THEY MOVE

They want a next step

Why they're looking, from 25 candidates who answered in their own words.
Many gave more than one reason, so the bars add up to more than 100%.

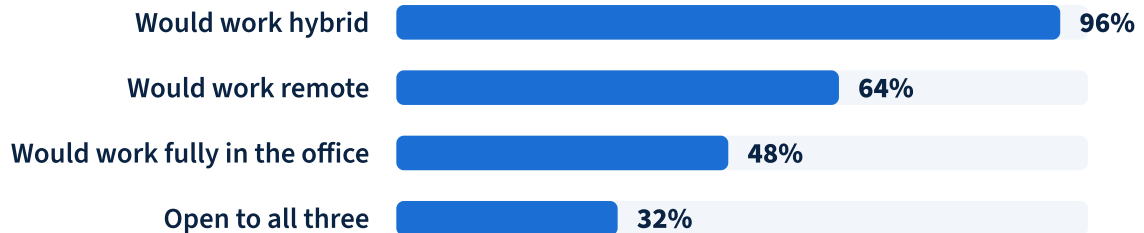


36% are looking for growth or a next step. Pay barely comes up. 20% are on the market because of a layoff or a change at their company. If that's you, you're not alone.

WHERE THEY'LL WORK

Hybrid works for almost everyone

From 25 candidates. They could pick every setup they'd accept.

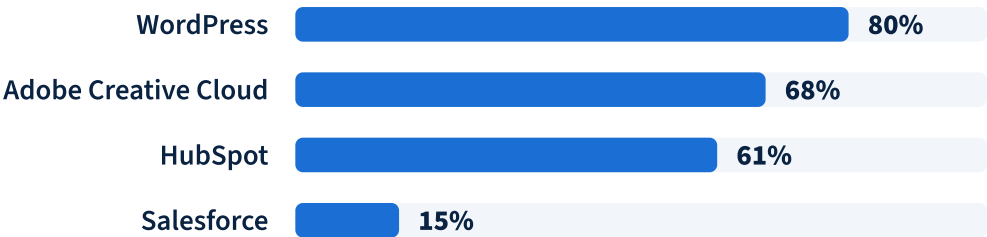


96% would work hybrid and 48% would work fully in the office. Say what you'll accept in your first message, so nobody has to guess.

SYSTEMS

The software they know

Marketing and design tools named by 59 candidates. Many know more than one.



WordPress is the most common: 80% know it. Adobe Creative Cloud and HubSpot follow at 68% and 61%. Put the systems you know near the top of your résumé.

TURNOVER

How often people leave

Departures per 100 jobs in a year (all separations, 2025), from the BLS Job Openings and Labor Turnover Survey.



How long people stay

Median years with their current employer, January 2026 (BLS).

Business and financial operations (incl. marketing specialists)	4.6 years
Arts, design and media	4.1 years
All occupations	4.1 years

What that means for you

At professional services employers, about 55 of every 100 jobs come open over a year. At information-sector employers, about 34. People leave all year long, so new openings keep coming, not just in January.

A year is 12 times the average monthly rate. It counts departures, so one seat can turn over more than once.

WHAT TO DO

Five ways to get paid what you're worth

1. Know your number.

Find your title in the pay table. Ask near the typical ask, and decide the lowest number you'd take before the first call. Most people set a floor close to their ask: a Marketing Coordinator asking \$70K says the lowest they'd take is about \$60K.

2. Ask about the path, not just the pay.

36% are looking for growth. Ask what the next title is, who you'd learn from, and what you'd own.

3. Say where you'll work.

96% will work hybrid. Put what you'll accept in your first message.

4. Lead with your systems.

Put your marketing stack near the top of your résumé, where a hiring manager will see it in seconds.

5. Go to the hiring manager.

When you apply online, your résumé goes to HR first. Find the person you'd work for and send a short note with a 30-second video intro.

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METHOD AND SOURCES

Pay, reasons, work setup and software come from screening questionnaires and job applications that candidates completed for NorthPoint Search Group between February 6, 2025 and September 30, 2026: 104 people, newest form per person. Pay figures are desired base salary for the titles shown; the middle half is the 25th to 75th percentile, rounded to \$500. Groups with fewer than 5 answers are left out, and no individual answer is shown.

- BLS Job Openings and Labor Turnover Survey, 2025 annual averages (released March 13, 2026), Tables 20 and 22.
- BLS Employee Tenure, median years with current employer by occupation, January 2026, Table 6.
- BLS Occupational Employment and Wage Statistics, May 2025, Atlanta-Sandy Springs-Roswell, GA.