

2026 MARCOM SOCIETY SALARY SURVEY

MARCH 2026

BY BRENDAN SCHNEIDER

Letter from the Founder & CEO...

Hello friend,

I am pleased to share the results of the 2026 MarCom Society Salary Survey. This year, we received 358 responses, representing our largest and most comprehensive dataset to date. Your continued participation has strengthened this survey as a reliable benchmarking resource for independent school marketing and communications professionals.

As the responsibilities of marketing leaders continue to expand, access to accurate, sector-specific data remains essential. The 2026 survey provides updated insights into compensation ranges, reporting structures, workload patterns, and professional development support. In addition, this year's report introduces new measures related to burnout, work-life balance, and career outlook, offering a broader view of the professional landscape.

For school administrators, this report serves as a practical reference point for compensation planning, organizational structure, and long-term staffing planning. For marketing and communications professionals, it offers transparent benchmarks to support career planning, professional growth, and informed conversations about role expectations.

The continued growth of this survey reflects our shared commitment to strengthening the marketing profession within independent schools. I am grateful to each professional who contributed to this year's findings. Your participation helps ensure that our field has the data necessary to make thoughtful, informed decisions.

I hope you find the 2026 MarCom Society Salary Survey both informative and valuable as you navigate your role and support your school community.



Sincerely,
Brendan

Brendan Schneider
Founder and CEO, SchneiderB Media
Founder, MarCom Society

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Executive Summary

MarCom Society Salary Survey

The 2026 MarCom Society Salary Survey reflects responses from 358 marketing and communications professionals serving private and independent schools across the United States, representing an increase from 277 respondents in 2025. Sector distribution remained largely consistent year over year, with modest increases in representation from PK/K–12 schools and slight decreases among standalone day school and co-educational segments.

The 2026 survey includes responses from marketing and communications professionals across multiple regions of the United States, with additional representation from international schools. Participants represent a range of age groups, school types, and professional experience levels. Gender, age, race/ethnicity, and regional distribution data are included to provide context regarding the composition of respondents.

The purpose of the MarCom Society Salary Survey is to provide sector-specific benchmarking data on compensation, reporting structure, workload, and professional experience. In 2026, the survey expanded to include sustainability indicators such as burnout, work-life balance, career outlook, and retention risk, offering a more comprehensive view of the profession's current landscape.

Compensation Stability with Modest Median Growth

The median reported salary range for 2026 falls between $85,000 and $89,000 (n = 284), representing a modest increase from the 2025 median range of $80,000–$84,000. The proportion of respondents earning $100,000 or more remained stable at approximately 35% in both years. Compensation continues to concentrate within the $70,000–$94,000 range, where more than one-third of respondents report earnings.

Overall, salary distribution suggests relative compensation stability year over year, with incremental upward movement at the median but no significant change in six-figure representation.

Executive Summary, continued

Organizational Positioning & Reporting

Nearly half of respondents (48.8%) report directly to the Head of School, a decline from 56.6% in 2025. The percentage reporting directly to the Head of School declined from 56.6% in 2025 to 48.8% in 2026, while reporting through Advancement/Development and other leadership roles increased modestly, indicating greater variation in reporting structures.

Director-level titles remain dominant, with 53.9% identifying as Director. This concentration at the director level, combined with varied reporting structures, reflects the central yet increasingly complex positioning of marketing and communications within school leadership teams.

Work Environment & Schedule Demands

Workload patterns remained largely stable year over year. A majority of respondents (53.5%) report working between 40 and 50 hours per week, while approximately 18% report working more than 50 hours weekly. Evening and weekend work remains common, with 61.7% reporting after-hours work either sometimes or often, though this represents a modest decline from 2025 levels.

Remote work policies appear stabilized. In 2026, 67.2% report working primarily on-site (0–25% remote), hybrid arrangements remain limited (5.9%), and fully remote roles are rare (1.3%). Schedule flexibility remains common, with 55.8% reporting somewhat or very flexible work hours.

These findings suggest workload intensity remains a defining feature of the profession, though patterns have not materially escalated year over year.

Burnout & Sustainability Indicators

New to the 2026 survey was a direct measure of burnout. When asked how often they experience burnout on a 10-point scale, 53.2% rated their experience between 7 and 10, indicating elevated frequency within the profession.

Executive Summary (continued)

Additionally, approximately 27% of respondents indicate some likelihood of leaving their current role within the next one to three years. These new measures introduce important sustainability and retention considerations into the broader compensation and workload context.

Professional Development Support

Professional development funding levels remained consistent year over year. The most common allocation range in 2026 was $1,001–$2,500 (23.4%), and nearly one-third report receiving between $1,001 and $5,000 annually. The proportion reporting no professional development funding declined modestly to 13.6%.

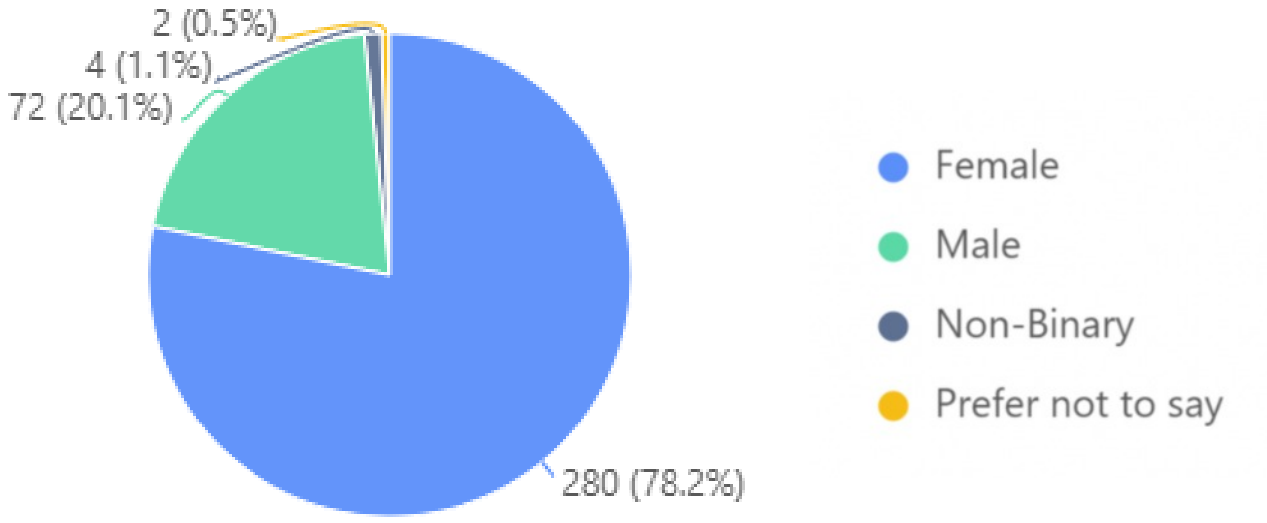
Summary of 2026 Findings

Taken together, the 2026 findings reflect a profession characterized by stable compensation patterns, sustained workload expectations, varied reporting structures, and emerging sustainability pressures.

While compensation distribution remains steady and median salaries show modest growth, elevated burnout levels and retention signals suggest increasing complexity within the role. The expanded 2026 survey instrument provides new visibility into these dynamics, offering school leaders and professionals clearer insight into both structural positioning and long-term sustainability.

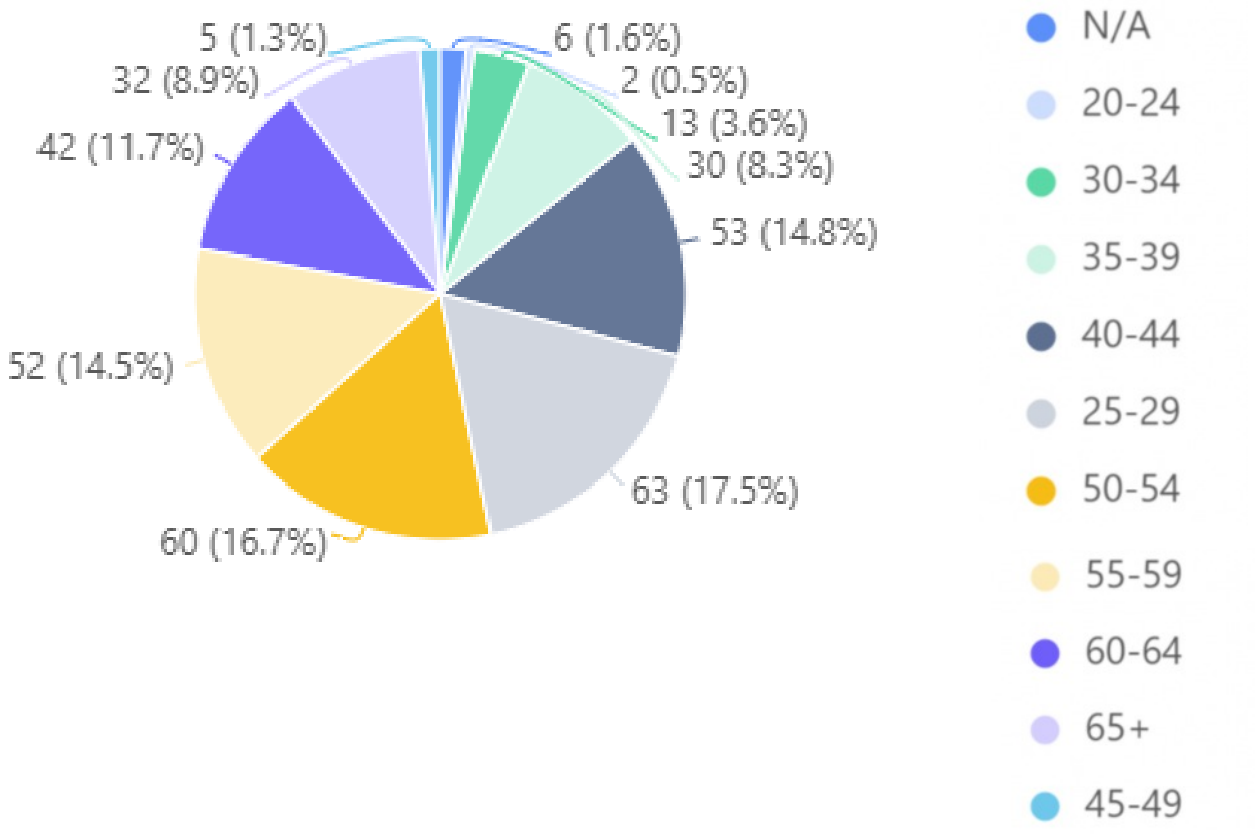
Gender

Females outnumbered males, representing 78.2% of all participants. There were 4 (1.1%) Non-Binary responses and 2 (0.5%) would Prefer not to say.



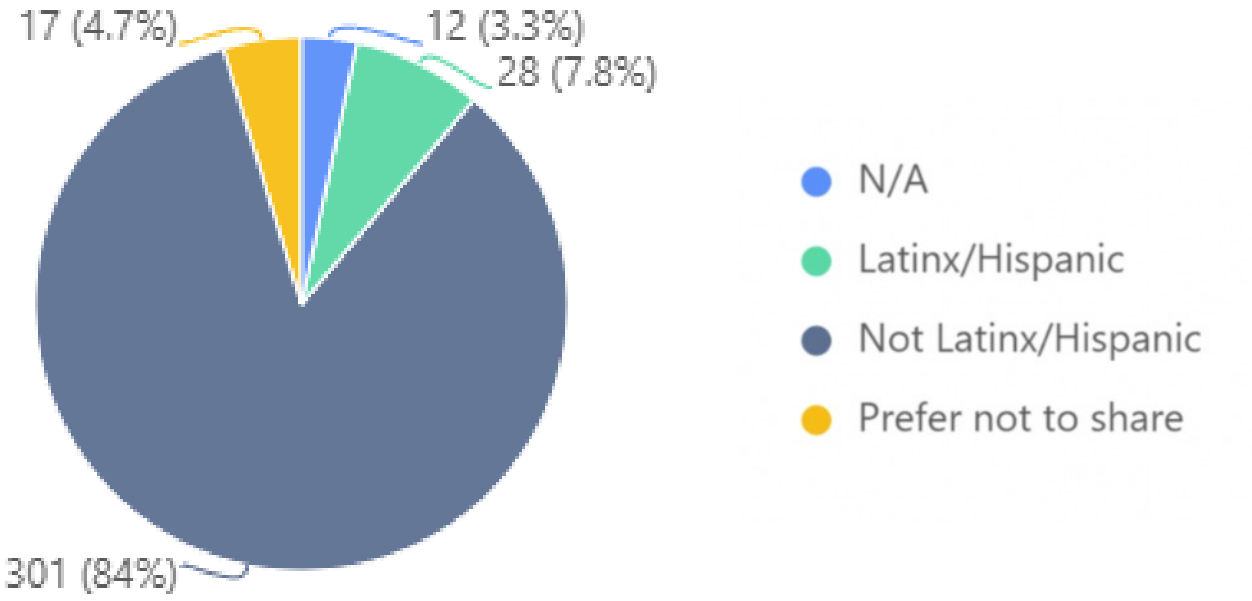
Age

The largest participant age group was 25-29 (17.5%) followed by 50-54 (16.7%), 40-44 (14.8%), 55-59 (14.5%), 60-64 (11.7%), 65+ (8.9%), 35-39 (8.3%), 30-34 (3.6), 45-49 - (1.3%), N/A (1.6%), and 20-24 (.5%).



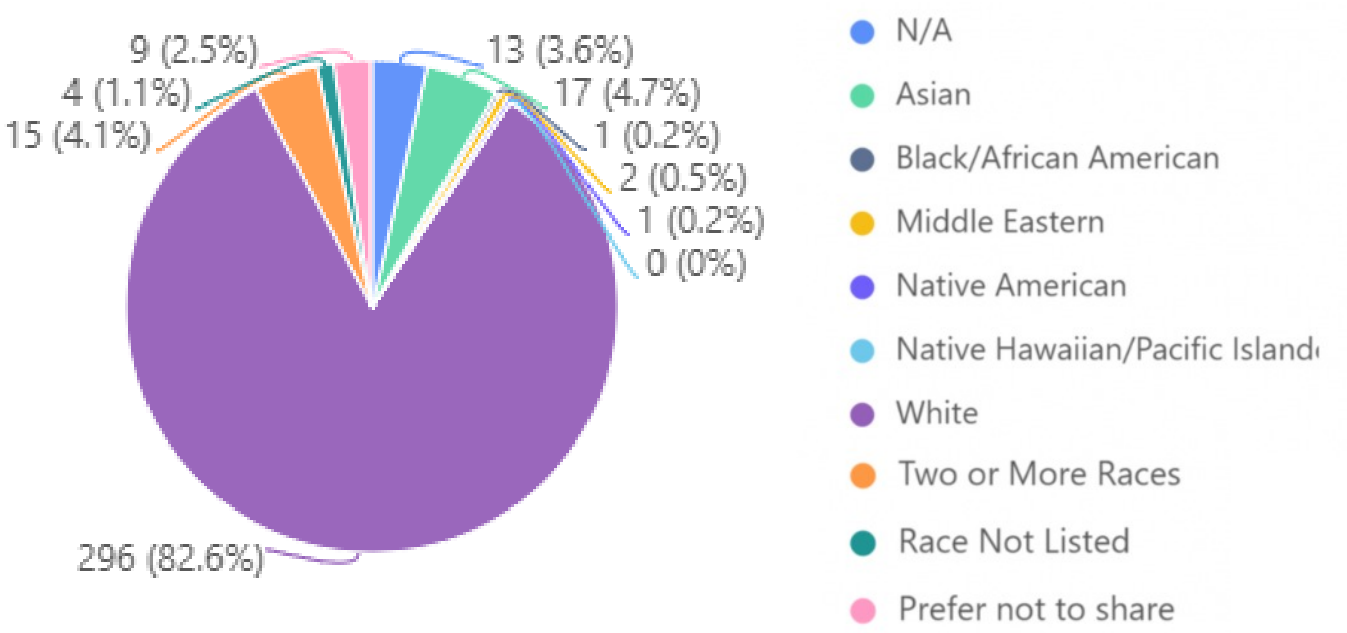
Ethnicity

A large majority of respondents 301 (84%) identify as Not Latinx/Hispanic, with 28 (7.8%) identifying as Latinx/Hispanic. 17 respondents (4.7%) would Prefer Not to Say and 12 respondents (3.3%) responded with a N/A.



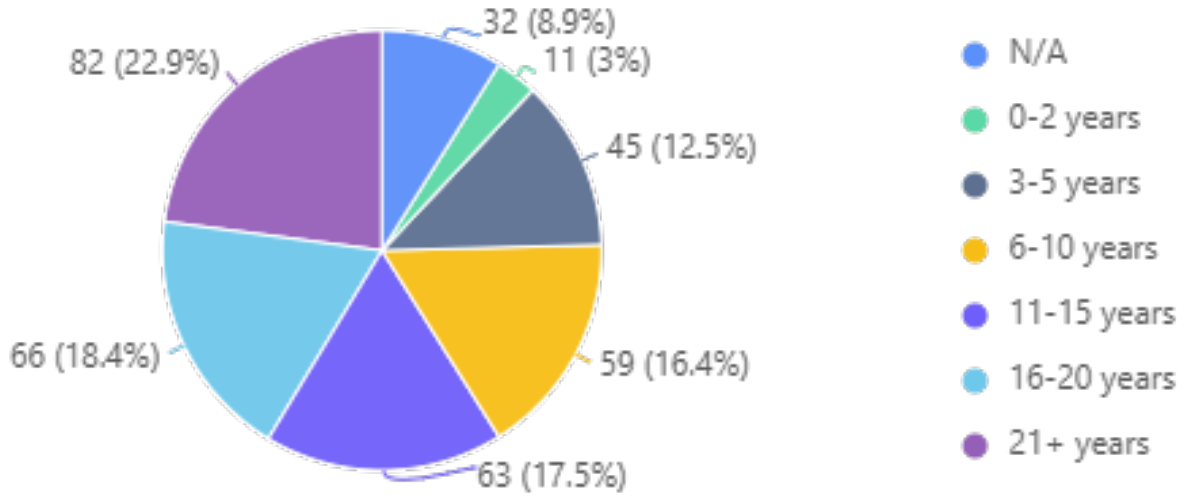
Race

296 respondents identify as White, followed by 17 (4.7%) Asian, 15 (2.5%) Two or More Races, 13 (3.6%) N/A, and 9 (2.5%) Prefer Not to Share, 4 (1.1%) Race not listed, 2 (.5%) Middle Eastern, 1 (.2%) Black African, 1 (.2%) Native American, 0 (0%) Native Hawaiian/Pacific Islander



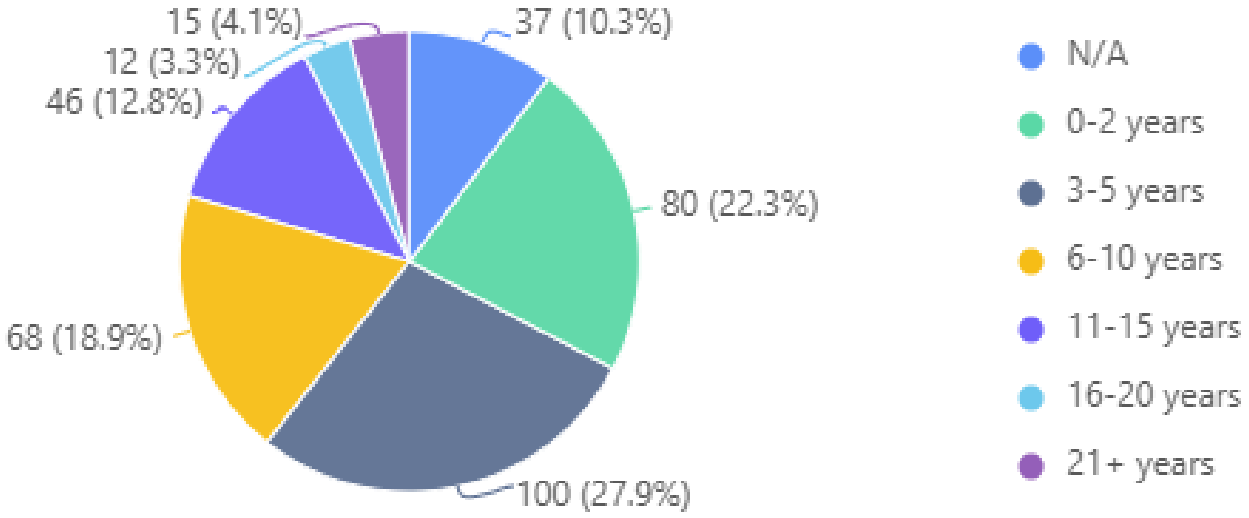
How many years of experience do you have in marketing/communications?

The largest participant group reported they have 21+ years of marketing/communications experience - 82 (22.9%). The next largest group reported they have 16-20 years of experience 66 (17.5%), followed by 11-15 years 63 (17.5%), 6-10 years 59 (16.4%), 3-5 years 45 (12.5%), and 0-2 years 11 (3.9%). There were 32 (8.9%) N/A responses.



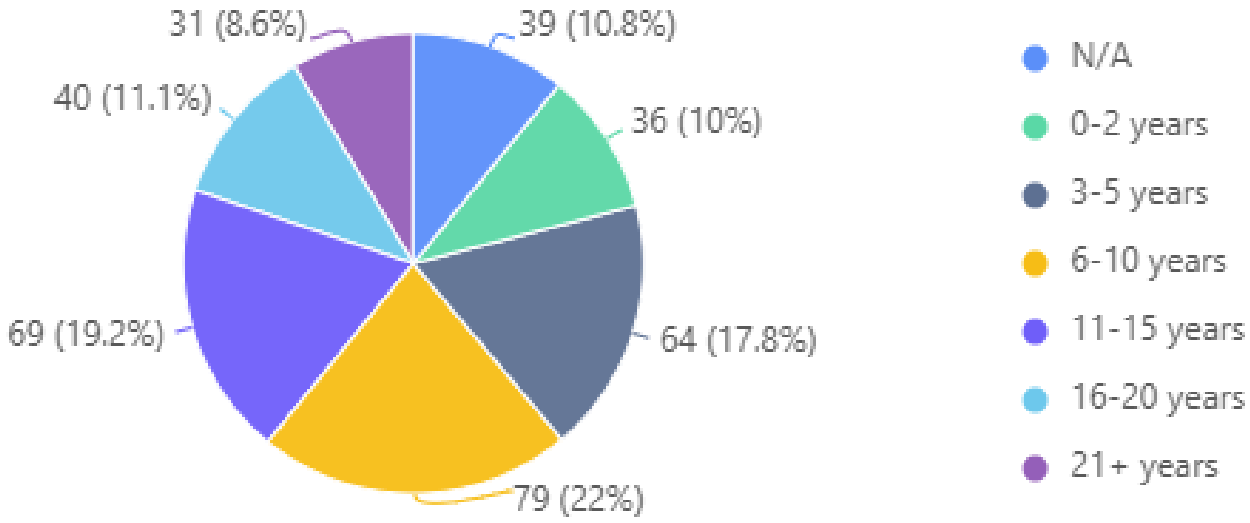
How many years have you been in your current role?

The largest participant group reported they have been in their current role for 3-5 years (28.3%). The next largest group reported 0-2 years (24.3%), followed by (21.5%), 11-15 years (11.4%), 16-20 years (5%), and 21+ years (4.3%). There were 37 (10.3%) N/A responses.



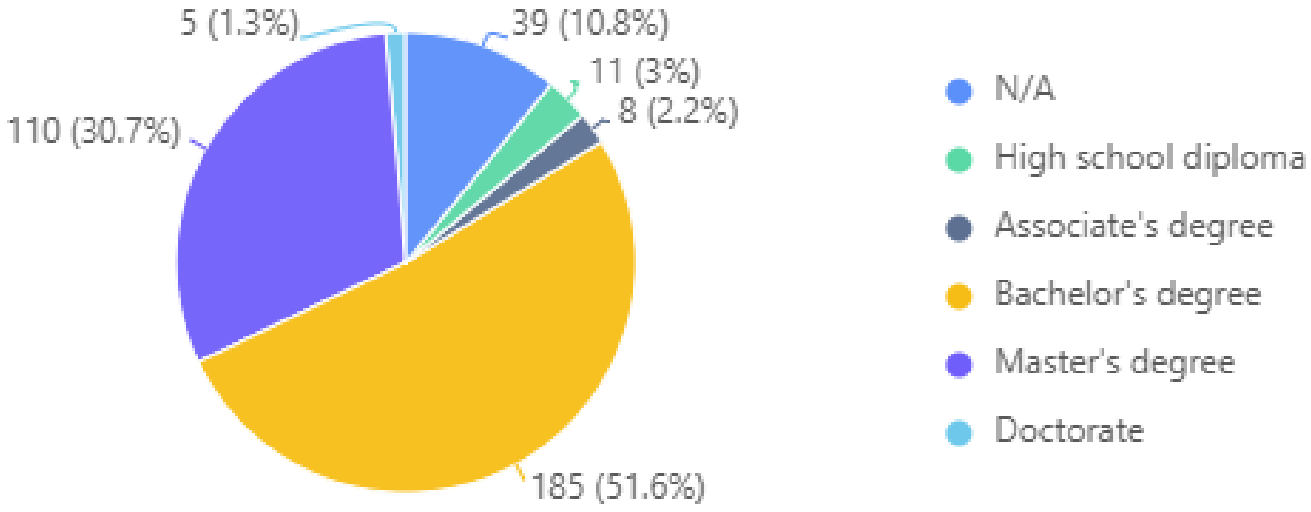
How many years have you worked in education marketing/communications?

The largest participant group 79 (22%) reported they have worked for 6-10 years of experience, 69 (19.2%) worked 11-15 years, 64 (17.8%) worked 3-5 years, 40 (11.1%) worked 16-20 years, 36 (10%) worked 0-2 years, 31 (8.6%) worked 21+ years. There were 39 (10.8%) N/A responses.



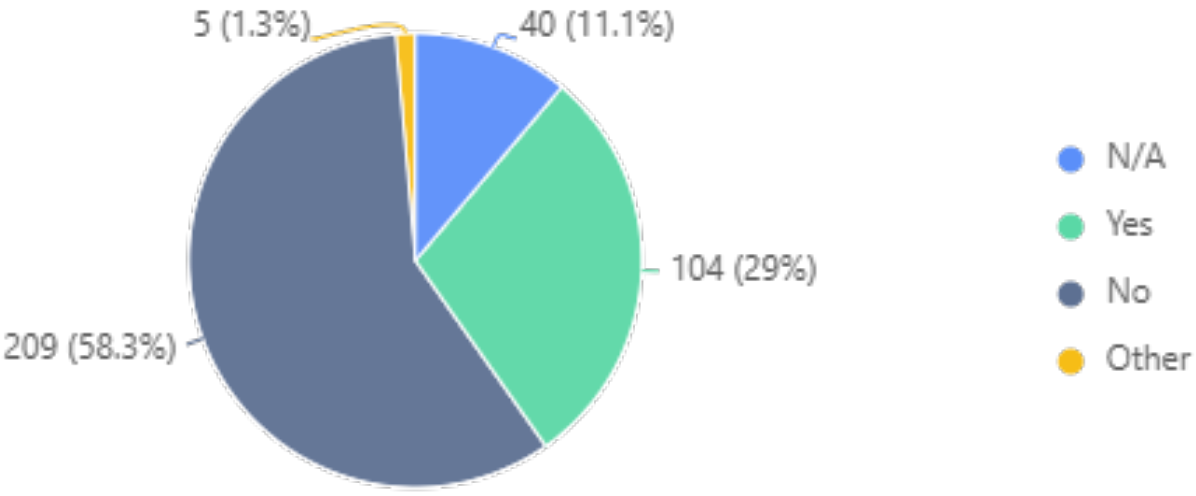
What is your highest level of education completed?

By far, the largest participant group reported their highest level of education completed was a Bachelor's degree 185 (51.6%). The next largest group reported they completed a Master's degree 110 (30.7%), followed by 11 (3%) who completed a High School Diploma. 8 (1.3%) reported they completed an Associate's degree and 5 (1.3%) have completed a Doctorate degree. There were were 39 (10.8%) N/A responses.



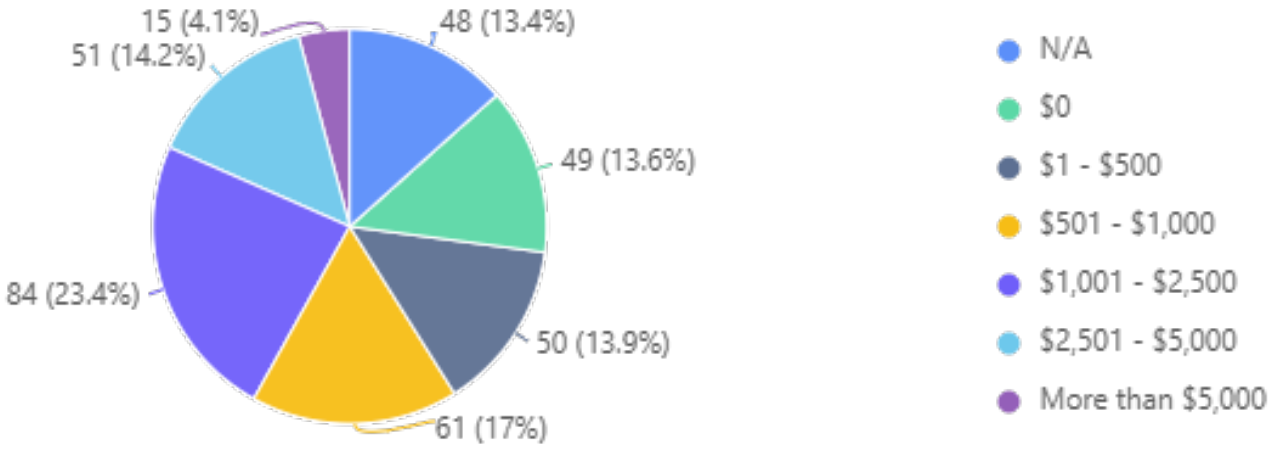
Do you have any specialized marketing or communications certifications?

By far, the largest participant group reported they do not have any specialized marketing or communications certifications 209 (58.3%). 104 (29%) reported they do have specialized certifications. There were 40 (11.1%) N/A responses and 5 (1.3%) Other.



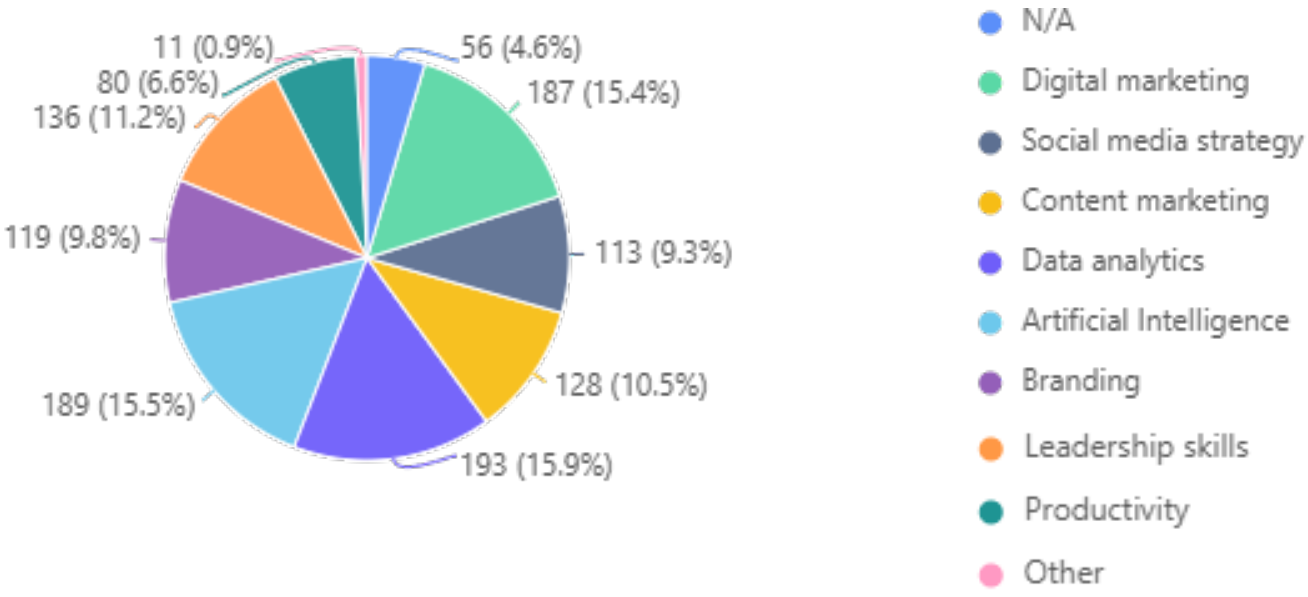
How much does your school allocate annually for your professional development?

The largest participant group reported their school allocates $1,001-$2,500 annually 84 (23.4%). 61 (17%) reported $501-$1,000, 51 (14.2%) reported $2,501 - $5,000, and 50 (13.9%) reported $1-$500. 49 (13.6%) reported $0, 15 (4.1%) reported More than $5,000 and there were 48 (13.4%) N/A responses.



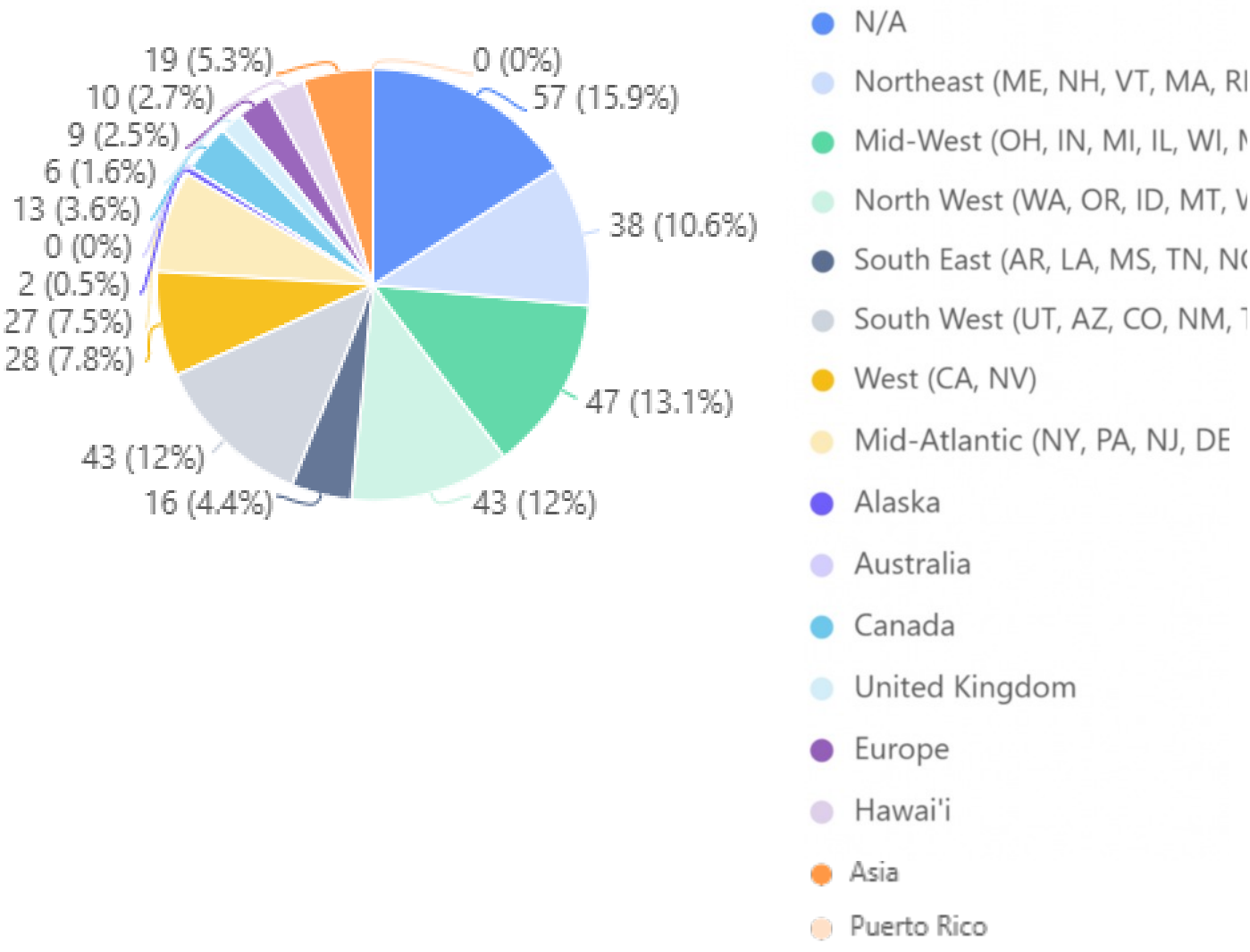
What areas of professional development would you most like to pursue? (Click all that apply.)

The largest participant group reported they would want to pursue professional development in the area of Data Analytics 193 (16.2%) with Artificial Intelligence at a close second with 189 (15.4%). The next most popular area of development was Digital Marketing with 187 (15.4%), followed by Leadership Skills with 136 (11.2%), Content Marketing 128 (10.5%), Branding with 119 (9.8%), Social Media Strategy with 113 (9.3%), and Productivity with 80 (6.6%). There were 56 (4.6%) N/A responses and 11 (.9%) Other responses.



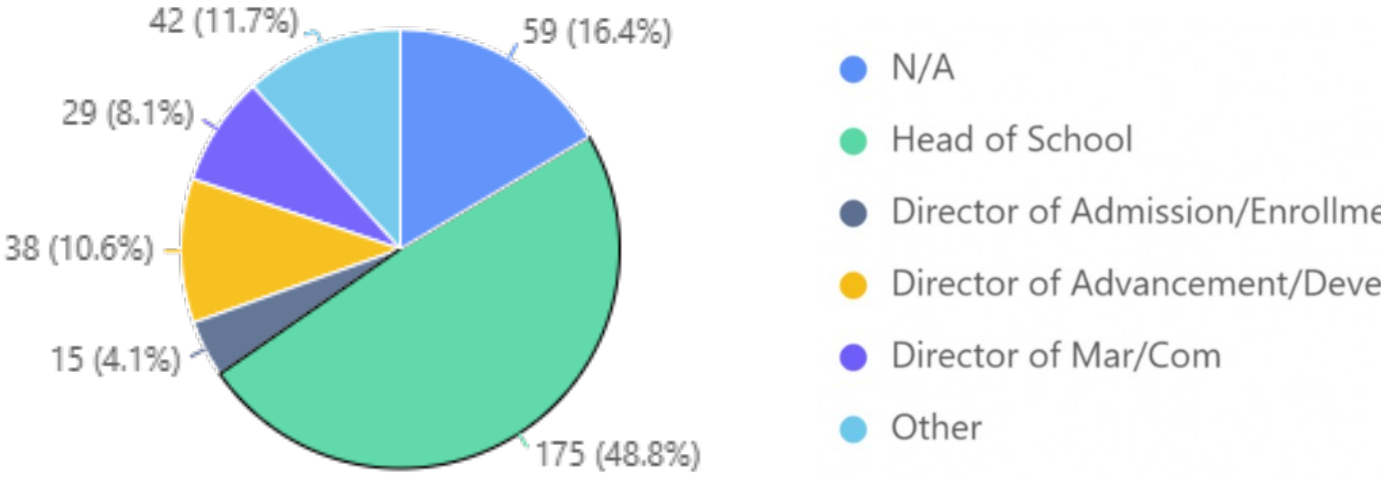
Region where you work

The largest group of participants work in the Mid-West 47 (13.1%), followed by the North West 43 (12%) and the South West 43 (12%). Next was the Northeast 38 (10.6%), the West 28 (7.8%), West 27 (7.5%), Mid-Atlantic 27 (7.5%), Asia 19 (5.3%), South East 16 (4.4%), Canada 13 (3.6%), Australia 10 (2.7%), United Kingdom 6 (1.6%), Alaska 2 (0.5%), Hawaii 0 (0%). There were 57 (15.9%) N/A responses.



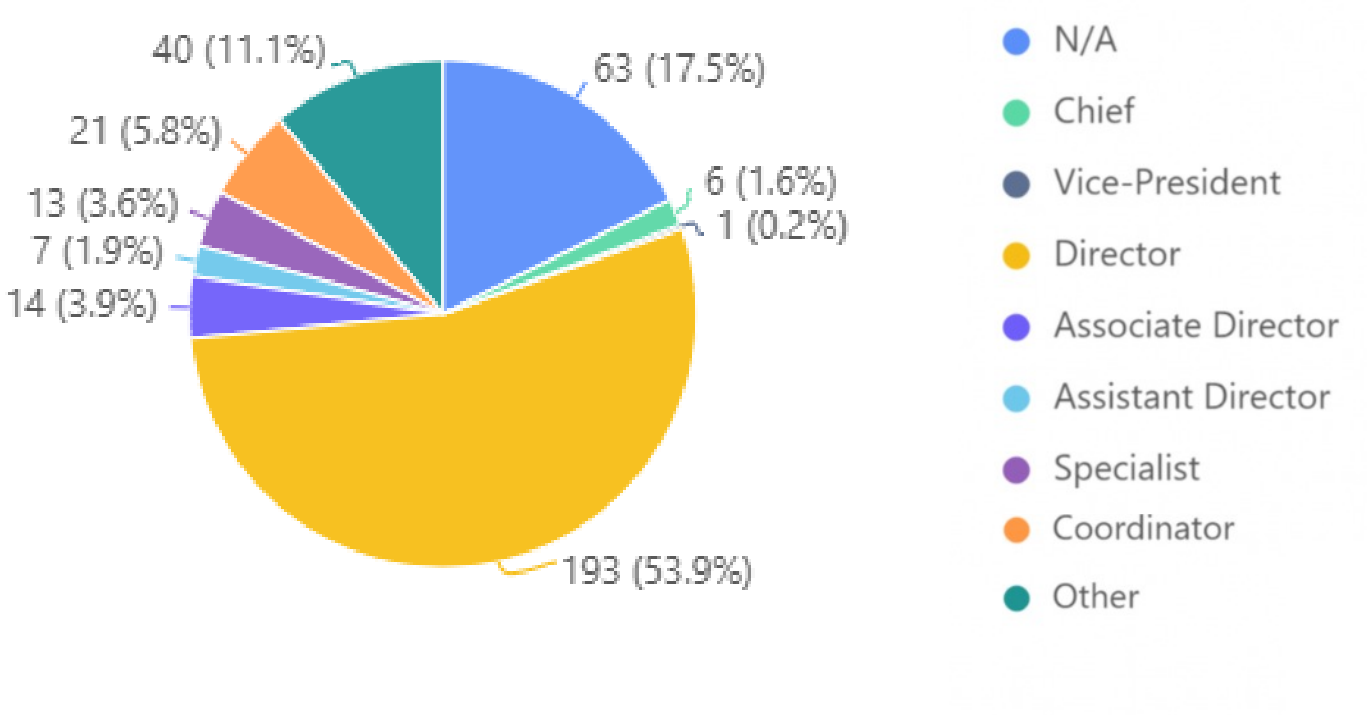
To whom do you report?

The majority of participants report to the Head of School 175 (48.8%). The second largest group reports to the Director of Advancement/Development 38 (10.6%), followed by Director of Mar/Com 29 (8.1%), followed by the Director of Admissions/Enrollment 15 (4.1%), Other 42 (11.7%), and N/A 59 (16.4%).



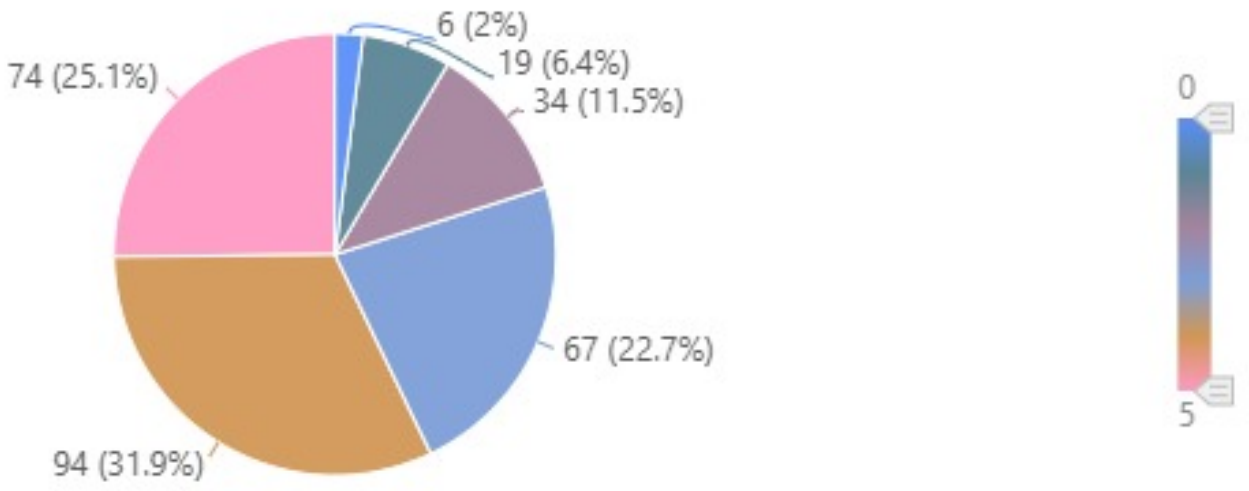
What is your title/level of role?

The largest group of participants reported their title as Director 193 (53.9%), followed with Coordinator 21 (5.8%), Associate Director 14 (3.9%), Specialist 13 (3.6%), Assistant Director 7 (1.9%), Chief 6 (1.6%), Vice-President 1 (.2%), Other 40 (11.1%) and 63 (17.5%) N/A responses.



Does your title reflect your daily role and responsiblity?

Most survey participants 54.6%, rated how well their title reflects their role and responsibility at a level of 4 or 5. 25.1 % gave a rating of 3; 17.9% gave a rating of 2 or 1 and 2.0% gave a rating of 0.



If needed, please provide an explanation to the above rating.

Here are a few notable comments:

- “I do everything a Communications Director does and then some. For example, I manage the entire school website which includes maintaining and managing the SIS, LMS, and CMS parts of the website.”
- “Most of the time all communications, marketing and branding come from my office but sometimes Admissions has a hand in the process.”
- “I do admissions, graphic design, video editing.”
- “I am the Director of Communications and Facilities and since October, I now have Development. I too facilities in 2024 to “evaluate the role”. Our one development person was in a major vehicle accident in October and I am the only full-time employee managing Annual Fund, Auction, events.”
- “My primary role is the Director of Admission and Enrollment.”
- “While my title is Specialist, I also take on leaders roles and run certain programs on my own, making me closer to a manager than a specialist.”
- “No time for true SEO management.”
- “My role has grown in level of strategic involvement however the organization is flat so title changes are not typical with increased responsibility.”
- “I additionally manage a tech team for our theatre.”
- “Director of Marketing, Admissions and Communications.”
- “At this time, our MarCom Department is just me. Therefore, I spend most of my time on tactical work, producing content for almost every department on campus, plus the related clerical components, leaving almost zero time for strategic planning.”
- Communications Officer: “I think my role and responsibility reflects a director level position.
- “Still a lot of doing and managing rather than true leadership. I feel more like a middle-manager than a Director.”
- “Due to staffing limitations, I am a solo office and, as a result, are doing the jobs of a few people while trying to make time for the strategic level work.”
- “I do have the strategy creation and implementation part but I am also a one woman show and often am tasked with putting out constant small fires with very little support from my leadership.”
- “I feel like I do a lot more than Mar/Com, as you stated, but at the end of the day, isn’t everything we do marketing to keep people thinking positively?”
- “While I have the Director title, I am often overlooked when comms decisions are needed in terms of HR or board.

If needed, please provide an explanation to the above rating. (Continued)

Here are a few more notable comments:

- "I do 4 people's jobs."
- "I do more hands-on work than most directors in other settings."
- "I'm a "Manager" but I do not manage anyone. I'm a department of 1 with no director above me and no coordinator below me."
- "Mostly, I get pulled into the weeds of a lot of projects."
- "There are people in other schools with a Director title doing less than I am. Coordinator sounds like a part time position with not much accountability and responsibility."
- "There are people in other schools with a Director title doing less than I am. Coordinator sounds like a part-time position with not much accountability and responsibility."
- "I am part of the senior leadership time, but am not always invited to tables I should be at."
- "While I recently was promoted to SENIOR Events and Communications Specialist, I'm driving our organization's comm strategy at a director level and should be answering to our CEO."
- "Well, I just took off the school mascot costume - if that tells you anything..."
- "I am the Director of Enrollment and Strategic Communications which appropriately encompasses my responsibilities."
- "I'm doing senior level work with a coordinator title."
- "I perform more leadership tasks than management."
- "There are responsibilities outside of Enrollment and Advancement that I am accountable for. Plus, I do all the graphic design work for print, social media, digital, etc. I oversee all of the fine art in the school (from donation), the showcases and monitors in the hallway, and maintain the archive."
- "I am responsible for the marketing and communications, however, due to the small staffing for this area and others, I tend to do things that are in other departments for supports as well I do data input work, which as a Director; this is not a good use of my time."
- "I am the Director of Communication, but I manage enrollment and fundraising as well."
- "We are a small team, so the Director is often in the "weeds" versus focusing on strategy and vision."
- "I'm a manager working at director level. I create the marketing plan and strategy, while also managing 7 people, copy writing, and editing and doing admin tasks."

If needed, please provide an explanation to the above rating. (Continued)

Here are more notable comments:

- "Of my peers at my institution, I'm the only senior executive member with a director title but my responsibilities are equal to my peers with higher titles."
- "I am responsible for the marketing and communications, however, due to the small staffing for this area and others, I tend to do things that are in other departments for supports as well I do data input work, which, as a Director, is not a good use of my time."
- "I am the Director of Communication, but I manage enrollment and fundraising as well."
- "We are a small team, so the Director is often in the "weeds" versus focusing on strategy and vision."
- "I do everything (plus more) that a Director of marketing does but don't have the title."
- "I am given very little authority in my title and heavily micro managed."
- "It often feels as if I am too caught up in doing all the tasks rather than being a strategic leader."
- "At the school I work at, many responsibilities get passed to Marketing that are more so Admission, IT, etc. related but just get classified as Marketing to pass along the task...Technically EVERYTHING can be considered Marketing if you frame it that way, so we do a lot of things for other departments."
- I am Teaching more than I want to at this current time."
- My title is Director of Marketing, but I'm also in charge of all comms, 75% of fundraising, re-accreditation, and athletics
- "I am the only person in my department. I started as Director of Communications. When we rebranded, Marketing got added to my title. Now I'm even serving as Development Officer."
- "The only team I have are a couple of teachers who give less than 4 hours a week to communications, so I am the staff as well as the "director"."
- I do many tasks that fall to another position as well as my own.
- "I am a one-person communications team."
- "One-person department, spend a lot of time on taking photos and designing graphics."
- "I don't do anything with community engagement. I'm doing and redoing basic admin work, because leadership does not understand marketing."
- "I also do many tasks and have responsibilities that are not on my job description."
- "As a team of 1, I am often having to "roll up my sleeves" to take care of

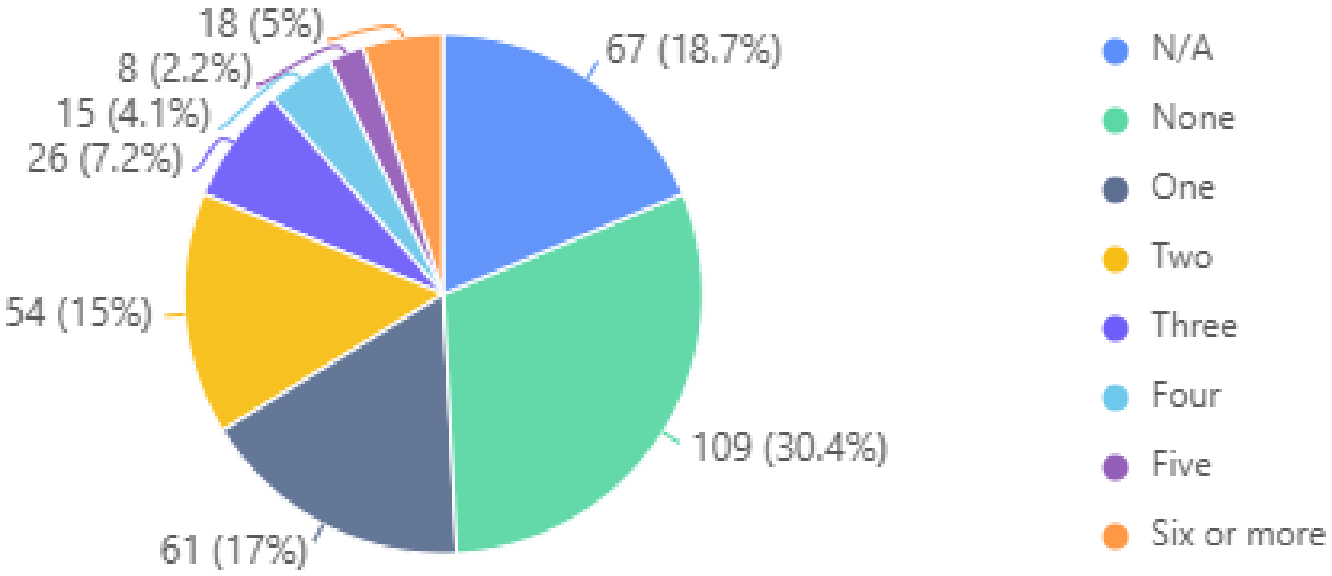
If needed, please provide an explanation to the above rating. (Continued)

Here are more notable comments:

- "I am the webmaster, do small graphic design projects, and provide strategy and support to the Dir of Comms on branding, digital marketing, and campus visuals."
- "For the most part, but I am involved I much more task work than a director usually is because I am the only full-time person in my department."
- "I am a one person marketing, communications and photographer/videographer. I have asked use the title of Director and have been told no repeatedly."
- "My role is much more than "Marketing Campaign".
- "I feel like I'm doing three roles in one."
- "I am more of a creator than a director"
- "Communications and Marketing Officer gets confused with internal comms."
- My title "Manager" doesn't reflect the breadth of my daily work. In addition to leading the comms team, I'm hands on with design, creative direction, art direction, copy writing, and even administrative logistics like scheduling school photos. The title suggests a narrow managerial role."
- "I do a lot more than a coordinator."
- "Title is director of marketing, communications and data strategy - most of my work is in this role but there is also so much else - recess duty, events, parents events, etc. Also, what is marketing? It is everything!"
- "I do all marketing and communications related items PLUS other work that has nothing to do with my title like managing the website including the SIS and report cards!"
- "Running all internal and external communications and brand strategy - should be a VP or title that reflects the importance of brand strategy in all mediums."
- Not given agency, trust, nor respect at the given level of professionalism and responsibility I was hired at."
- "I'm the director of marketing & communication, but I spend a lot of time on school operations (recess, carpool, facilities projects)."
- "I wear a lot more hats than my job title states."
- There are many non-marcomm things that I do. My department and I end up being a "catch all" for things the school doesn't know what to do with."
- "My title only includes some of what I do - doesn't even include the words marketing or communication."
- "There's more to my current JD than what I do. An update is required."

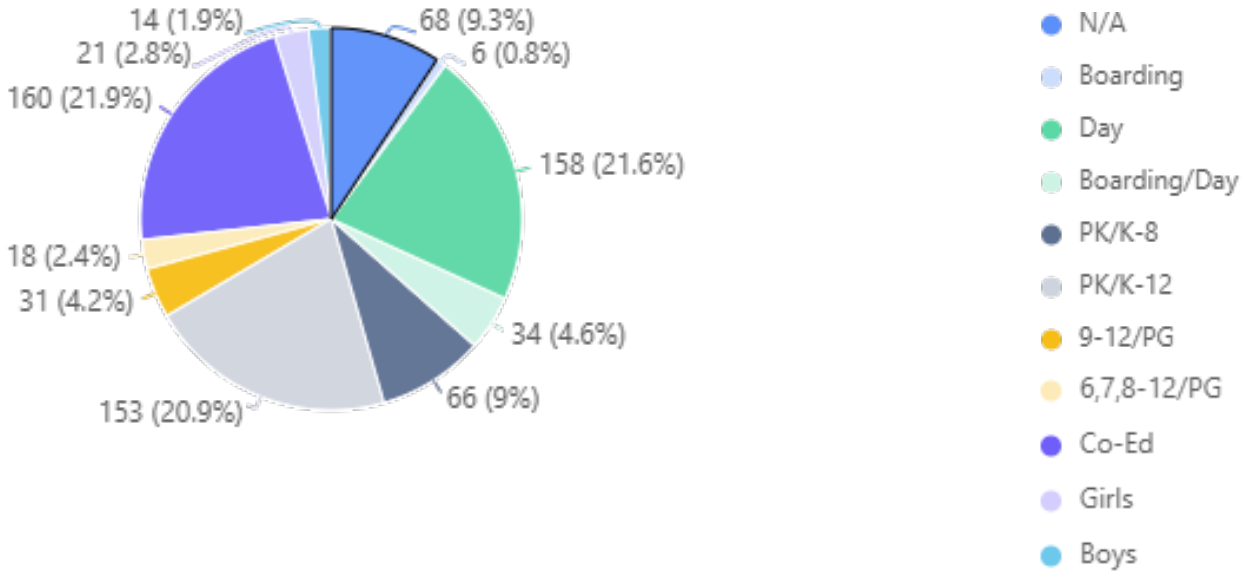
How many direct reports do you have?

The majority of respondents report they have no direct reports 109 (30.5%), followed by 1 direct report 61 (17%), 2 direct reports 54 (15%), 3 direct reports 26 (7.2%), 4 direct reports 15 (4.1%), 5 direct reports 8 (2.2%) and 6 or more direct reports 18 (5%). 67 (18.7%) did not answer.



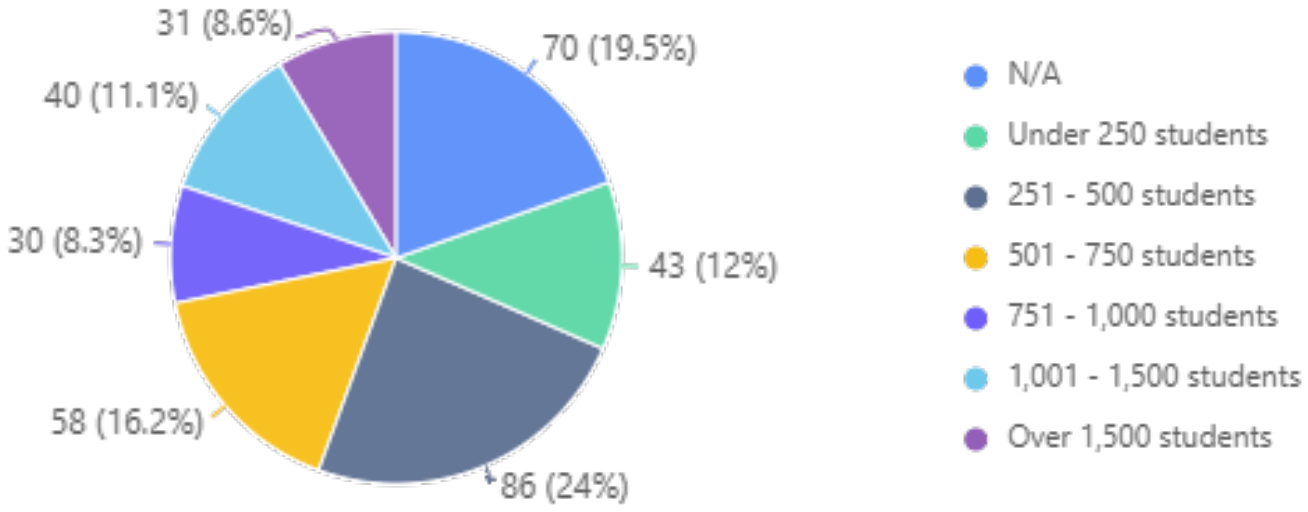
Type of school

The largest group of participants work at a Co-Ed school 160 (21.9%), followed by a Day school 158 (21.6%), PK/K-12 153 (20.9%), PK/K-8 66 (9%), Boarding/Day 34(4.6%), 9-12/PG 31(4.9%), Girls 21(2.8%), 6,7,8-12/PG 18 (2.4%), Boys 14 (1.9%), Boarding 6 (0.8%) and N/A 68 (9.3%).



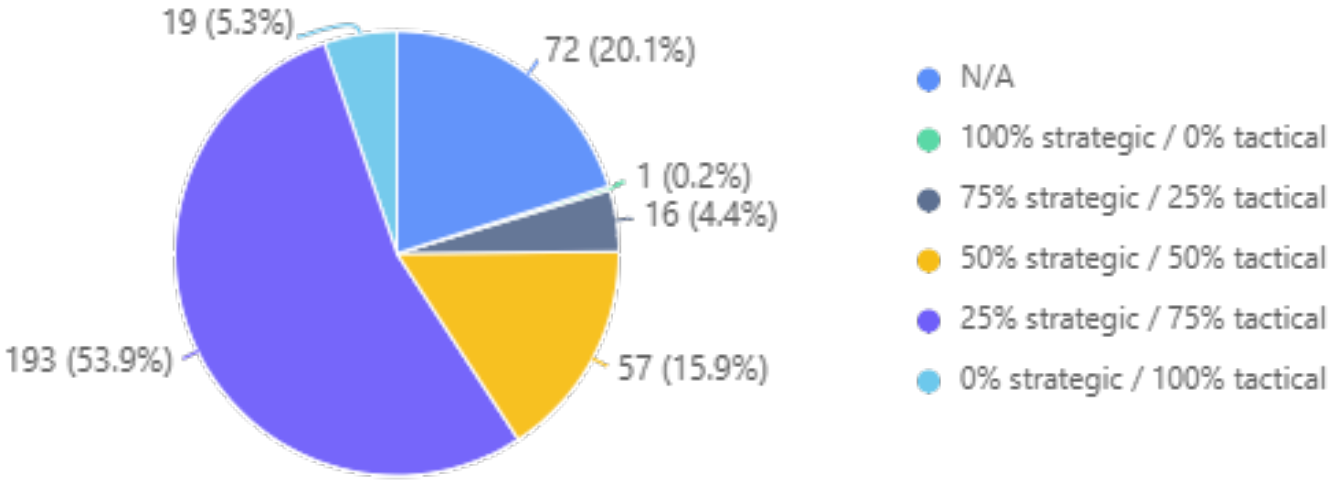
What is your school's current enrollment?

The largest group of participants reported their school's current enrollment is between 251-500 students 86 (24%), followed by 501-750 58 (16.2%), Under 250 students 43 (12%), 1,001-1,500 students 40 (11.1%), Over 1,500 students 31 (8.6%), and 751-1,000 students 30 (8.3%). 70 (19.5%) reported N/A.



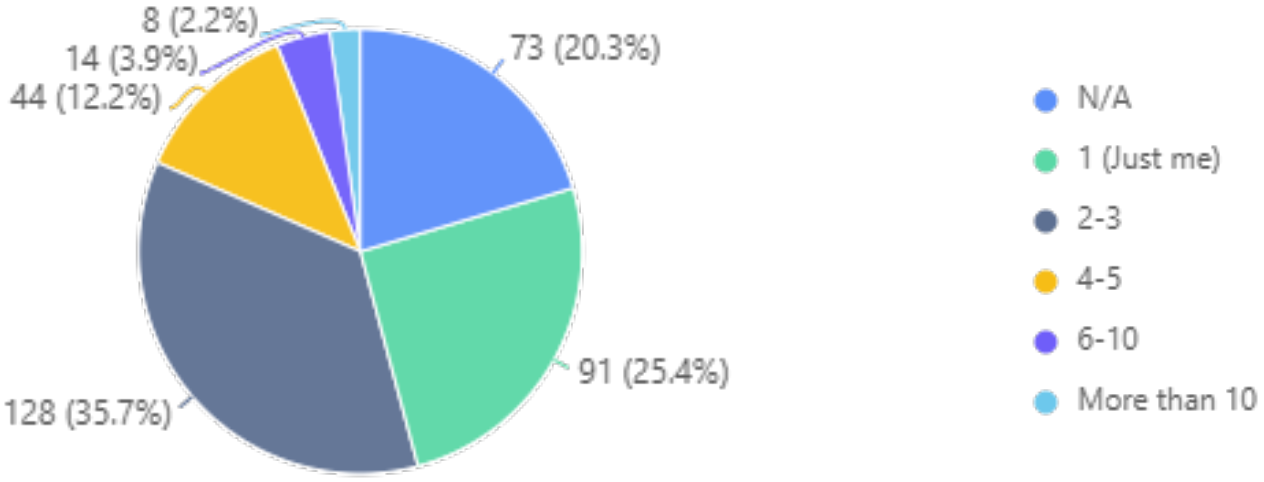
What percentage of your time is spent on strategic planning vs tactical execution?

The largest group of participants 193 (53.9%) reported they spend 25% of their time on strategic and 75% tactical. 57 (15.9%) reported 50% strategic and 50% tactical, 19 (5.3%) reported 0% strategic / 100% tactical, 16 (4.4%) 75% strategic / 25% tactical, and 1 (0.2%) 100% strategic / 25% tactical. There were 72 (20.1%) N/A responses.



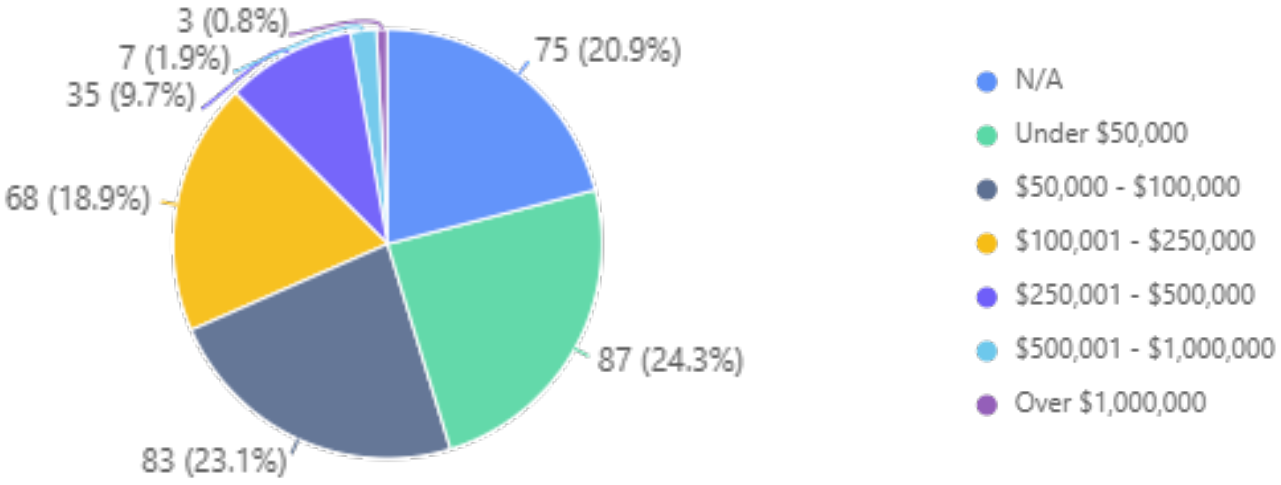
How many people are in your school's entire marketing/communications team?

The majority of respondents 128 (35.7%) reported 2-3 people in their team, followed by 91 (25.4%) reported 1 (Just me) (25.4%) , 44 (12.2%) reported 4-5, 14 (3.9%) reported 6-10, 8 (2.2%) reported More than 10. There were 73 (20.3%) N/A responses.



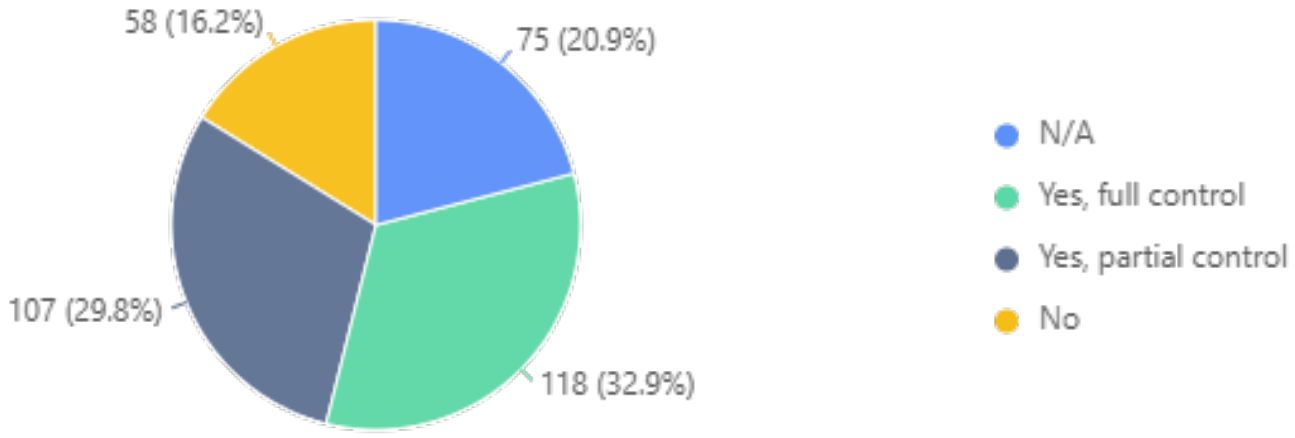
What is your annual marketing/communications budget range?

87 (24.3%) participants reported their annual marketing/communications budget range as Under $50,000. 83 (23.1%) reported a budget range of $50,000 - $100,000, 68 (18.9%) reported between $100,001 - $250,000, 35 (9.7%) reported $250,000 - $500,000, 7 (1.9%) reported $500,001 - $1,000,000. 3 participants reported over $1,000,000. There were 75 (20.9%) N/A responses.



Do you have direct control over budget allocation?

Most participants 118 (32.9%) reported they have Full Control over budget allocation. 107 (29.8%) report they have Partial Control, and 58 (16.2%) report No, they don't have direct control over budget allocation. There were 75 (20.9%) N/A responses.



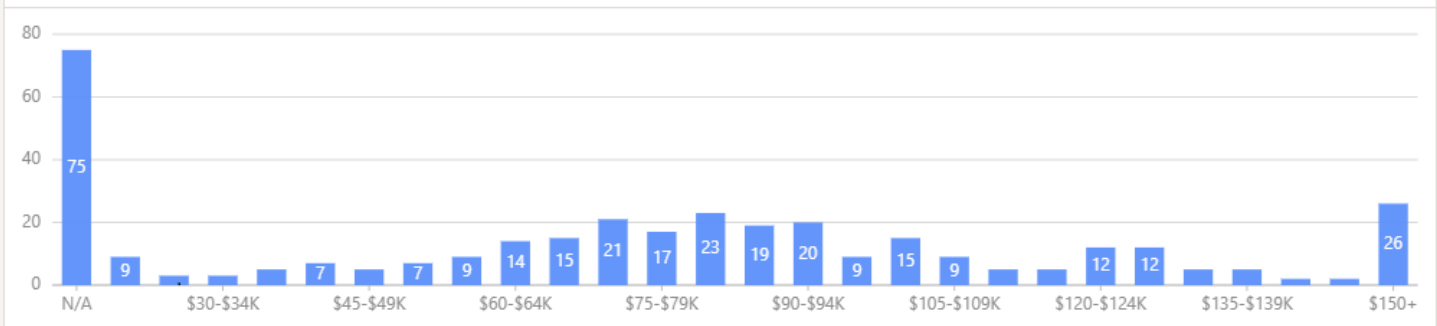
Salary

Here is the salary breakdown based on 284 responses. The largest percentage is $150,000+ with 26 responses. The median salary range is $85,000 - $89,000.

SALARY RANGE	RESPONSES	PERCENT
$20,000 - $24,000	9	3.2%
$25,000 - $29,000	3	1.1%
$30,000 - $35,000	3	1.1%
$35,000 - $39,000	5	1.8%
$40,000 - $44,000	7	2.5%
$45,000 - $49,000	5	1.8%
$50,000 - $55,000	7	2.5%
$55,000 - $59,000	9	3.2%
$60,000 - $64,000	14	4.9%
$65,000 - $69,000	15	5.3%
$70,000 - $74,000	21	7.4%
$75,000 - $79,000	17	6.0%
$80,000 - $84,000	23	8.1%
$85,000 - $89,000	19	6.7%
$90,000 - $94,000	20	7.1%
$95,000 - $99,000	9	3.2%
$100,000 - $104,000	15	5.3%
$105,000 - $109,000	9	3.2%
$110,000 - $114,000	5	1.8%
$115,000 - $119,000	5	1.8%
$120,000 - $124,000	12	4.2%
$125,000 - $129,000	12	4.2%
$130,000 - $134,000	5	1.8%
$135,000 - $139,000	5	1.8%
$140,000 - $144,000	2	0.7%
$145,000 - $149,000	2	0.7%
$150,000+	26	9.2%

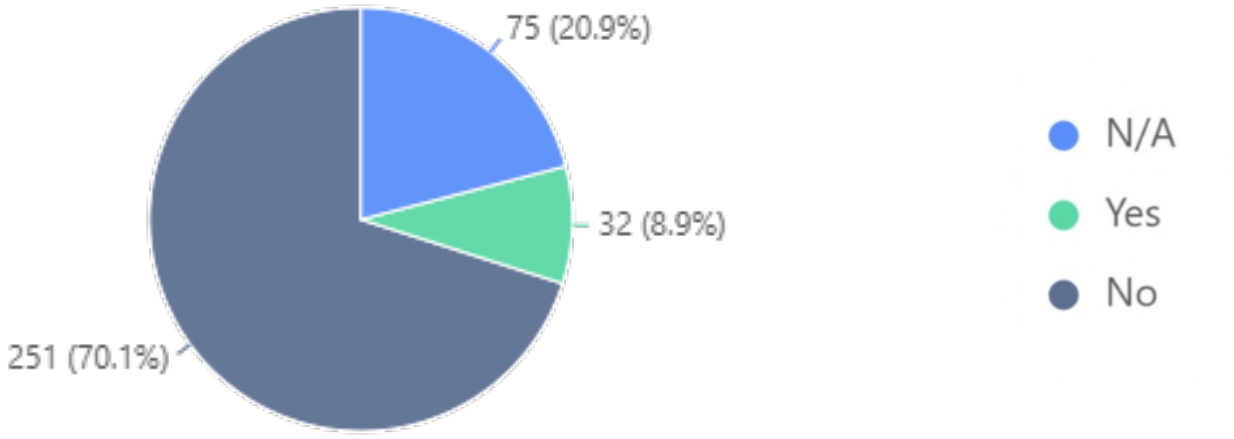
Salary, continued

Here is a chart of the salary breakdown based on 283 responses.



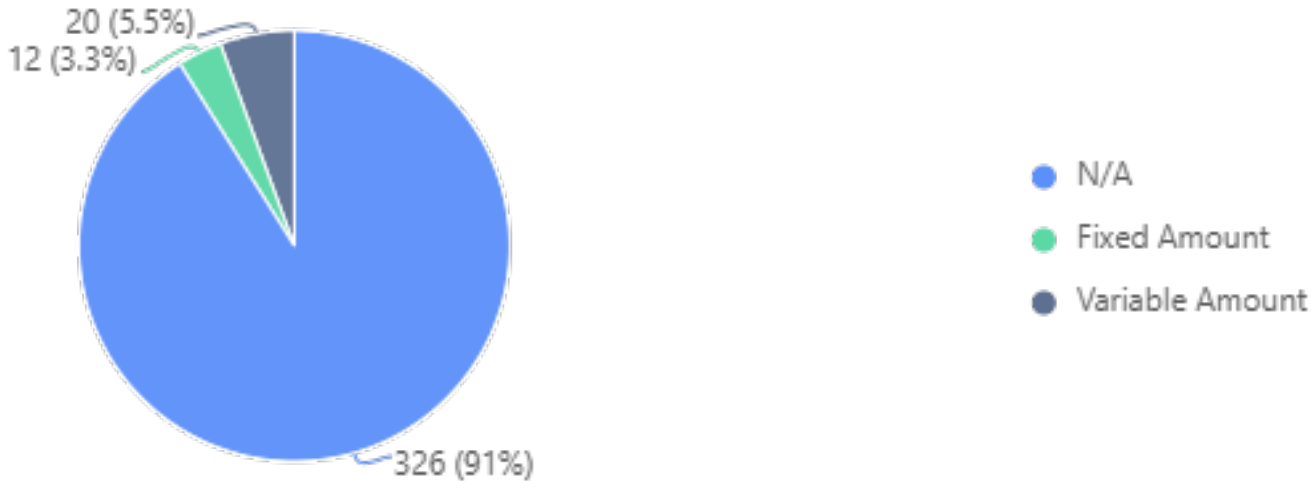
Are you eligible for a bonus as part of your compensation?

An overwhelming majority 251 (70.1%) of respondents reported they are not eligible for a bonus as a part of their compensation, followed by 32 (8.9%) who are eligible, with 75 (20.9%) N/A.



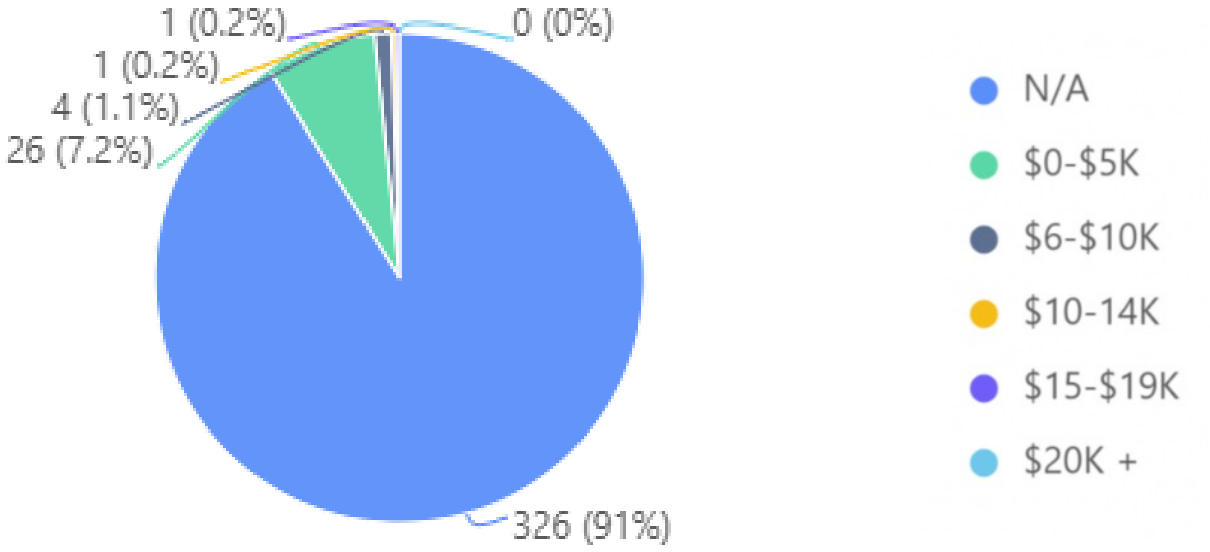
Is your bonus at a fixed amount or variable?

Twenty (5.5%) respondents reported their bonus at a variable amount. Twelve (3.3%) respondents reported their bonus at a fixed amount. 326 (91%) respondents reported N/A to this question.



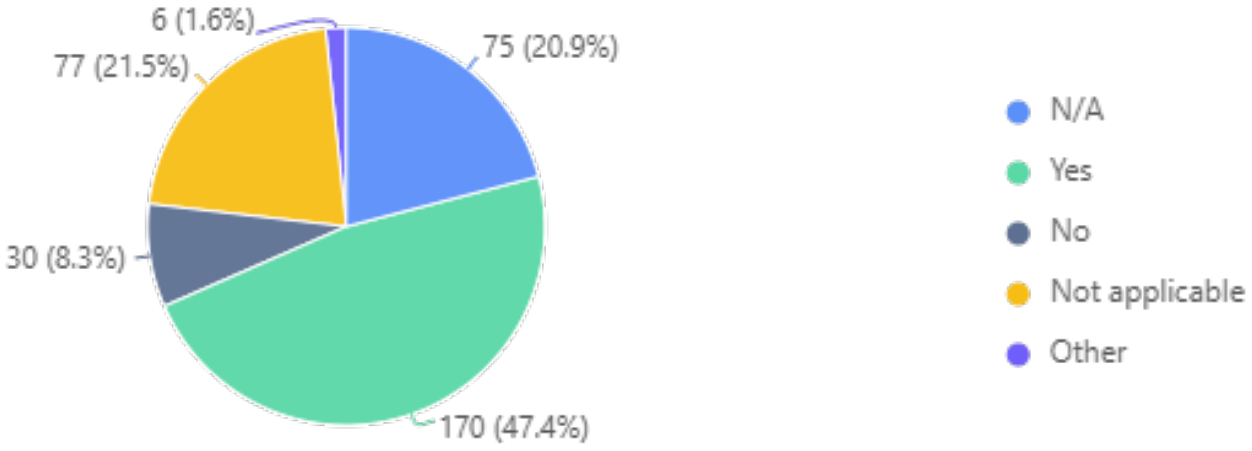
How much was your bonus last school year?

26 (7.2%) respondents reported their bonus last school year was between $0 - $5,000. 4 (1.1%) respondents reported their bonus was between $6-$10K, 1 (.2%) reported $10-$14K and 1 (.2%) $15-$19K. There were zero reports of 20K+. 326 (91%) respondents reported N/A.



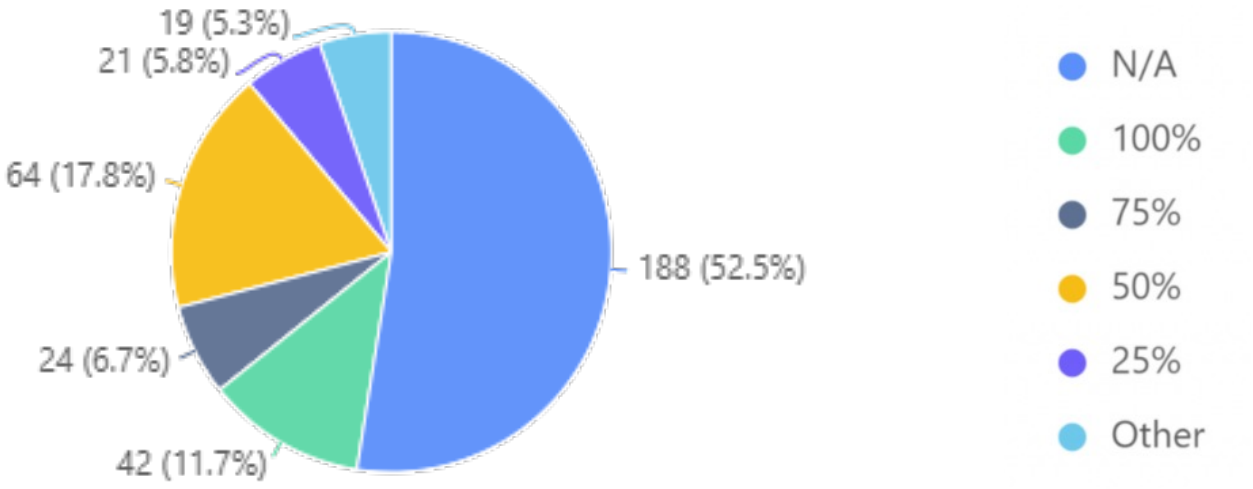
Does school offer tuition remission for your children?

170 (47.4%) reported Yes, their school offers tuition remission for their children. 30 (8.3%) reported No, their school does not offer tuition remission for their children. 77 (21.5%) reported N/A and 6 (1.6%) reported Other.



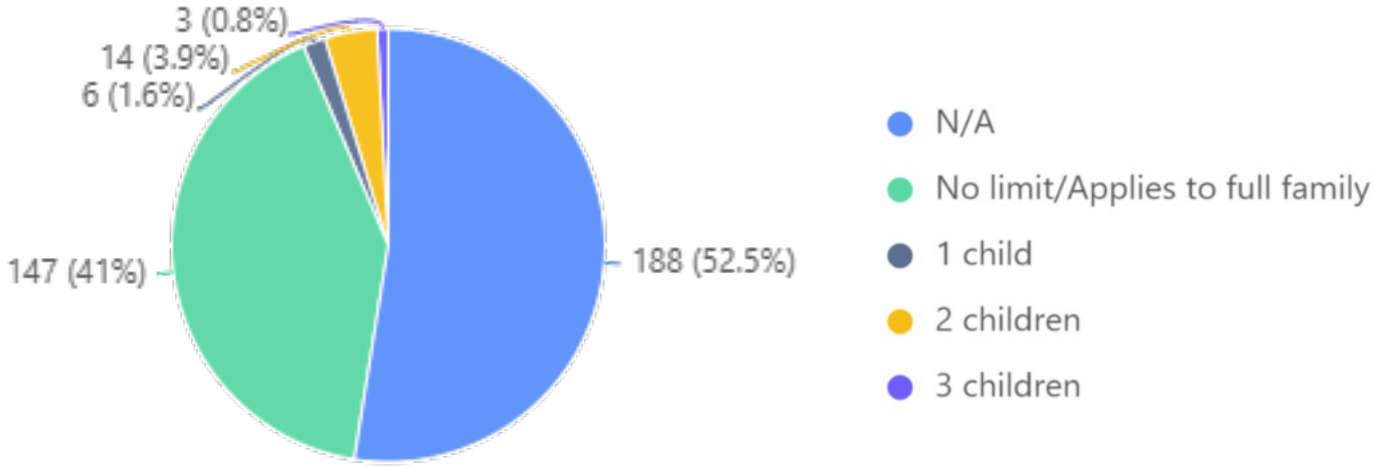
Tuition remission level

64 (17.8%) of respondents receive a 50% tuition remission level, 42 (11.7%) receive 100% remission level, 24 (6.7%), receive a 75% remission level, 21 (5.8%) receive a 25% level. There were 188 (52.5%) respondents who submitted a N/A response and 19 (5.3%) submitted an Other response.



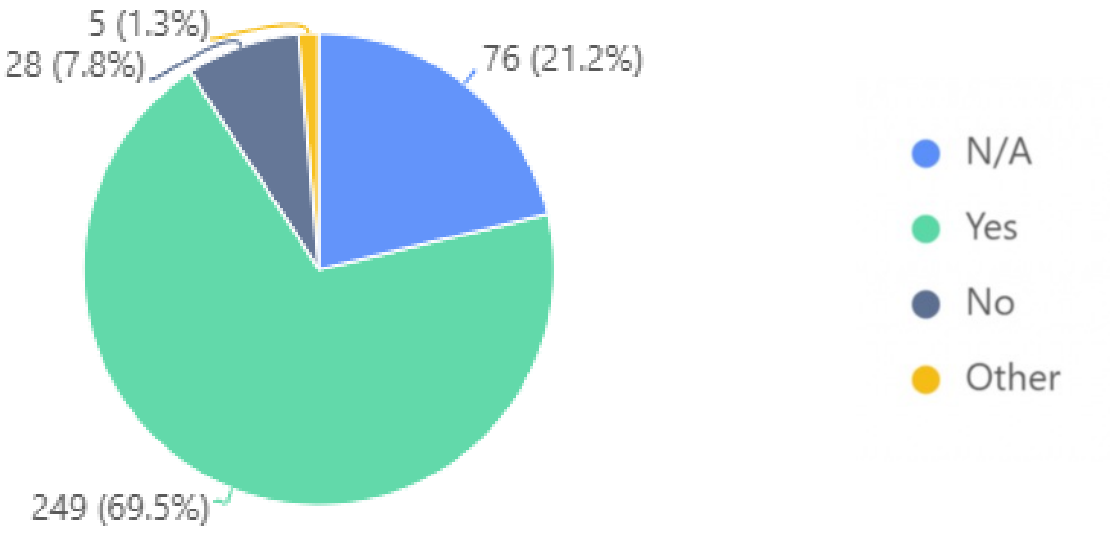
Tuition remission child limit

At 147 (41%), a little more than half of the respondents have No tuition remission child limit/Applies to full family, followed by 14 (3.9%) respondents who have a 2 child limit, 6 (1.6%) respondents have a 1 child limit and 3 (.8%) have a 3 child limit. 188 (52.5%) gave a N/A response.



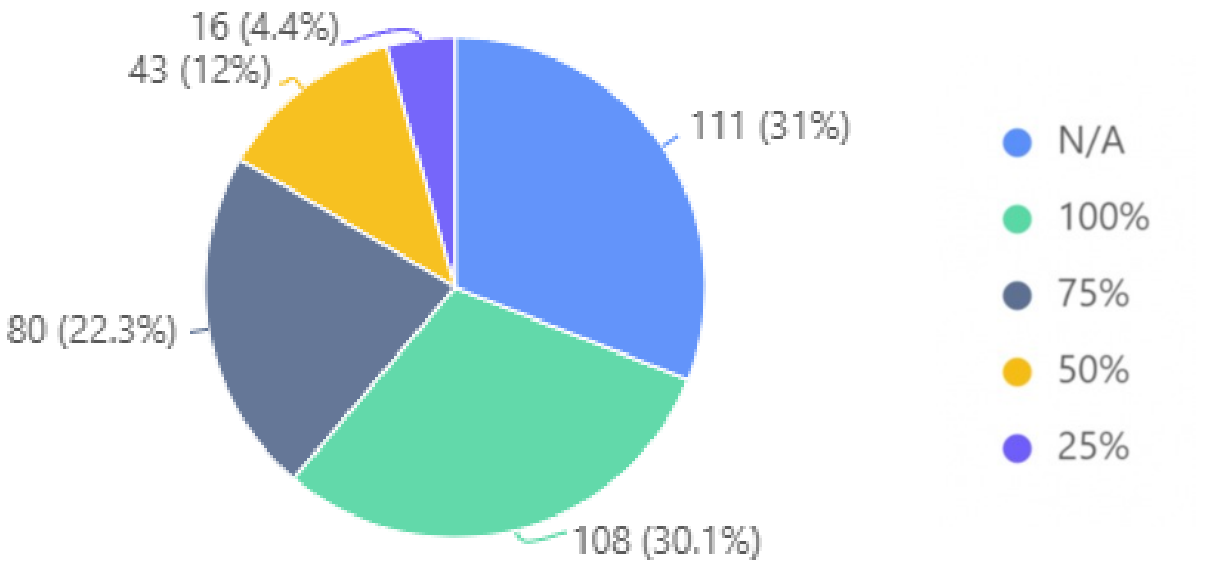
Does your school offer health care benefits?

A large majority of respondents 249 (69.5%) reported they are offered health care benefits from their school, followed by 28 (7.8%) of respondents are not offered health care benefits. 76 (21.1%) respondents gave a N/A response and 5 (1.3%) respondents gave an Other response.



Health care coverage level

108 (30.1%) respondents report they receive 100% health care coverage level, followed by 80 (22.3%) who receive 75% coverage level, 43 (12%) receive 50% coverage level, 16 (4.4%) receive 25% coverage level and 111 (31%) gave a N/A response.



Does your school provide you another benefit that would be considered part of your compensation that is not accounted for above?

Here are the additional benefits respondents reported.

- Toll road, free lunch, drinks in the lounge
- 403B
- 403B
- Death insurance
- Retirement plan
- 10% of salary for retirement contribution
- 401K Match
- Free lunch and dinner
- Health Savings Account contribution
- 401K
- Lunch
- Transport allowance for commuting to school, however this is government-led (Netherlands)
- Retirement matching - up to 5% of my salary
- Mileage, Health Reimbursement Account, Dental
- Registered Retirement Savings Plan matching program
- 403B contribution
- Child care stipend, free meals on campus, access to campus resources, PTO, dental/vision insurance
- Bereavement Leave
- 403B Matching
- Retirement
- $700 school credit
- Meal tickets
- $50 monthly cell phone credit
- 403B, life insurance, dental, vision
- Cell phone plan paid for
- Housing

Does your school provide you another benefit that would be considered part of your compensation that is not accounted for above? (Continued)

- 10 PTO days, 18 flex days
- Summer hours (less total time in the office, shorter days, 2 full weeks off)
- 401K, 3% matching
- 401K 6% match
- 403B Match up to 6%
- Retirement matching
- Transportation bonus, 4-day work week
- After school care
- 401K Match
- PTO, sick time, vacation days, holiday pay...for full and part time. It's pro-rated for part time employees.
- Generous 403B match (8%)
- Retirement Match
- Small amount put toward iPhone upgrade/storage
- 401K 3% Match
- 20 vacation days, plus 20 other days the school is closed a year
- Retirement match, flex work schedule, remote opportunities
- Matching RRSP contributions at 10%
- State retirement through charter school
- Retirement account
- Retirement 403B plan (with 5% match from employer when you put in 10%)
- Housing, dining hall, subsidized child care, profit sharing plan, 403B contribution
- I am contracted to work 24 hours a week
- Wellness benefits and lunch included
- Retirement match
- Life insurance, disability insurance, retirement contribution

Does your school provide you another benefit that would be considered part of your compensation that is not accounted for above? (Continued)

- Monthly allowance of $200
- Pension
- Housing
- 401K Matching
- Great vacation time
- Personal technology reimbursement
- 403B match
- Housing/Food
- Work Visa sponsorship in Hong Kong
- 2% match of contribution to 403B
- 2 weeks vacation, 2 personal days
- Up to $600 a year matched for retirement
- Retirement account compensation
- Housing
- Housing, meals
- Time off, occasional remote work days, flex time for external events
- Retirement benefits with up to 7% employer match-up
- 403B match up to 6%
- Yes, the school as quite a few benefits including flexible scheduling, free meals at times, staff discounts on lunches, after school activities and and such as well as 9% retirement match
- 401K
- Yes, 403B and Pension Plan
- Retirement
- Housing allowance
- 401K contributions, daily lunch
- 403B match; free lunch
- Guaranteed working from home day 1/week

Does your school provide you another benefit that would be considered part of your compensation that is not accounted for above? (Continued)

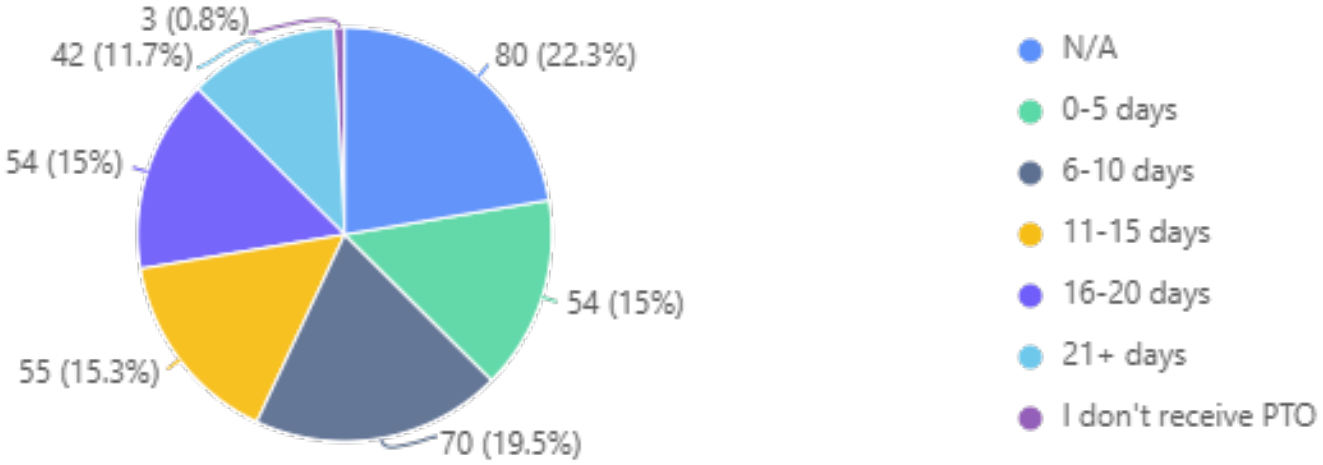
- Retirement 403B
- 401K (up to 3% Matching)
- Hot lunch daily
- Lunch
- Unused sick leave is paid annually, and there's an accommodation subvention. Local staff receive about 90% less than overseas staff.
- Flexible schedule, Work From Home on occasion, etc.
- Toll road compensation, free lunch, free beverages
- Retirement
- Retirement match, time off
- 1. School contributes $1,650 annually to my Health Savings Account 2. Retirement plan: 10% employer match 3. Seven weeks paid vacation.
- Matching retirement up to 6%
- Lots of time off that will not be paid out, so encouraged to use
- Percentage of dental and vision coverage
- Life insurance for me and my partner
- Free after-school care for my children
- Yes, housing
- Meals in dining hall for family (all three), access to workout room, campus lake and trails, some employees get housing (not part of my position)
- Free extended day and conference camp for my child who's currently enrolled
- Mental Health stipend
- 403(b) matching
- Retirement Plan Matching. Insurance is Health Savings Account
- Daily lunch
- Life insurance, 401K
- Retirement matching contribution

Does your school provide you another benefit that would be considered part of your compensation that is not accounted for above? (Continued)

- Flexible work schedule (I can change around child care needs/family commitments) and work from home as needed
- About $45 meal contribution per month
- Minimal retirement match

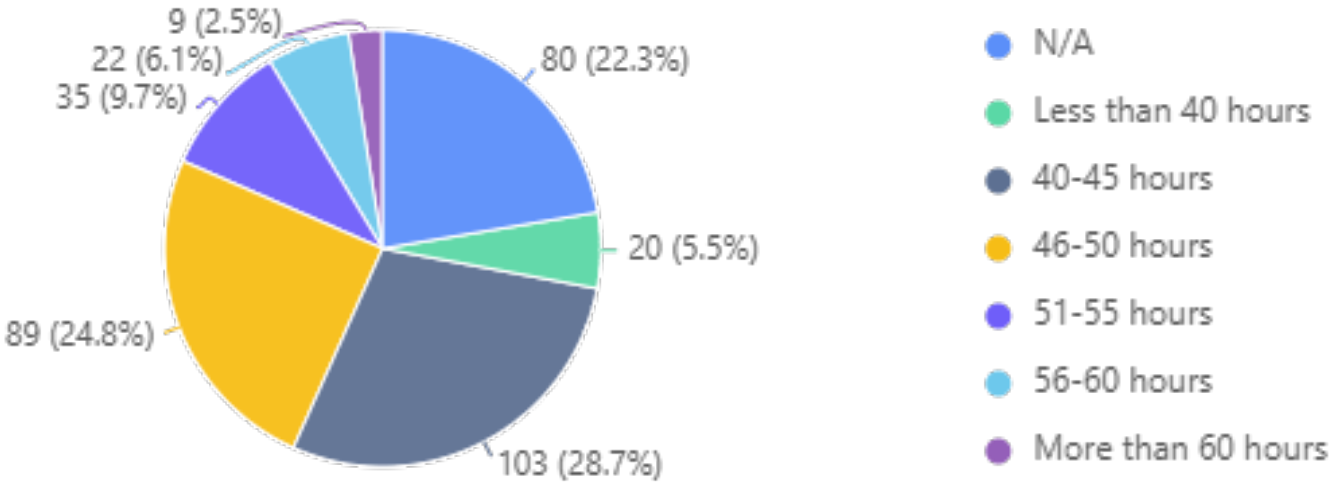
In the past 12 months, how many days of PTO/vaction did you actually take?

A majority of respondents 70 (19.5%) reported they took 6-10 days, followed by 55 (15.3%) who reported they took 11-15 days, 54 (15%) reported 16-20 days, 54 (15%) reported 0-5 days, 42 (11.7%) reported 21+ days, 3 (0.8%) reported they don't receive PTO. There were 80 (22.3%) N/A responses.



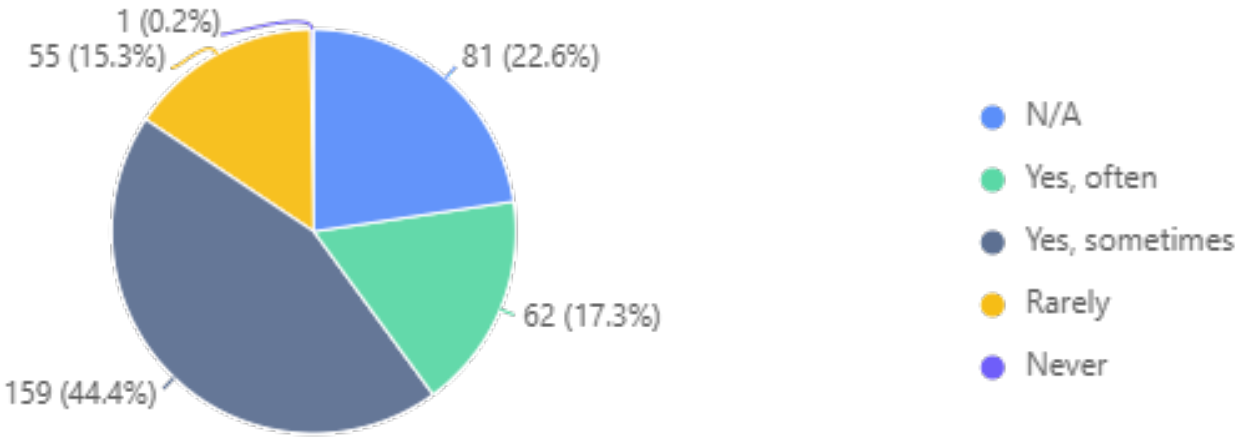
On average, how many hours per week do you work?

A majority of respondents 103 (28.7%) reported they worked between 40-45 hours per week, followed by 89 (24.8%) who reported 46-50 hours, 35 (9.7%) reported 51-55 hours, 22 (6.1%) reported 56-60 hours, 20 (5.5%) reported Less than 40 hours, 9 (2.5%) reported More than 60 hours. There were 80 (22.3%) N/A responses.



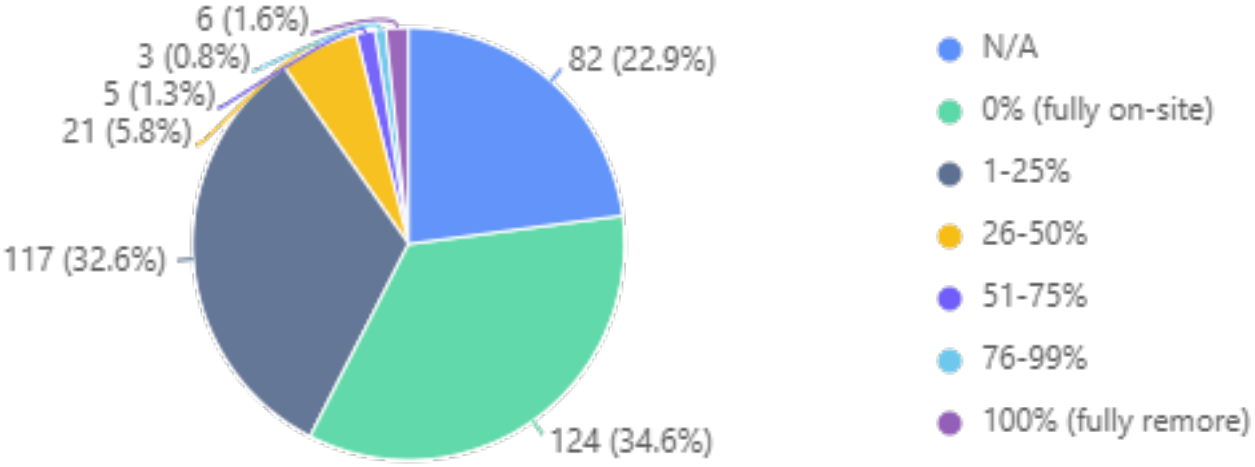
Does your role require frequent evening or weekend work?

A significant number of participants 159 (44.4%) report Yes, they Sometimes work evenings or weekends, followed by 62 (17.3%) who report Yes, they work evenings or weekends Often. 55 (15.3%) report they work evenings or weekends Rarely and 1 (0.2%) reported they Never work evenings or weekends. There were 81 (22.6%) N/A responses.



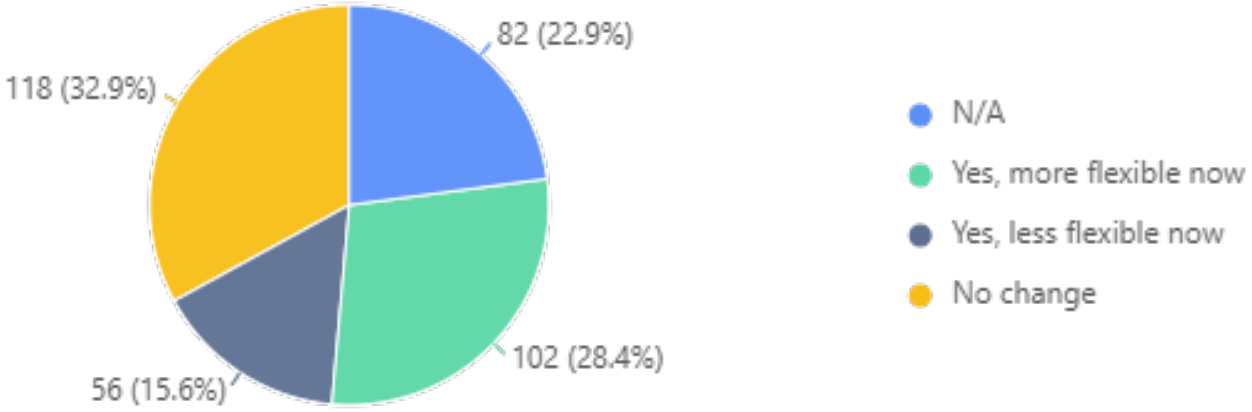
What percentage of your work is done remotely?

A significant number of participants 124 (34.6%) report they are 0% (fully on-site). 117 (32.6%) reported 1-25% of their work is done remotely, 21 (5.9%) reported they work 26-50% remotely, 6 (1.6%) reported they work 100% (fully) work remotely, 5 (1.3%) reported they work 51-75% remotely, and 1 (0.8%) work 76-99% remotely. There were 82 (22.9%) N/A responses.



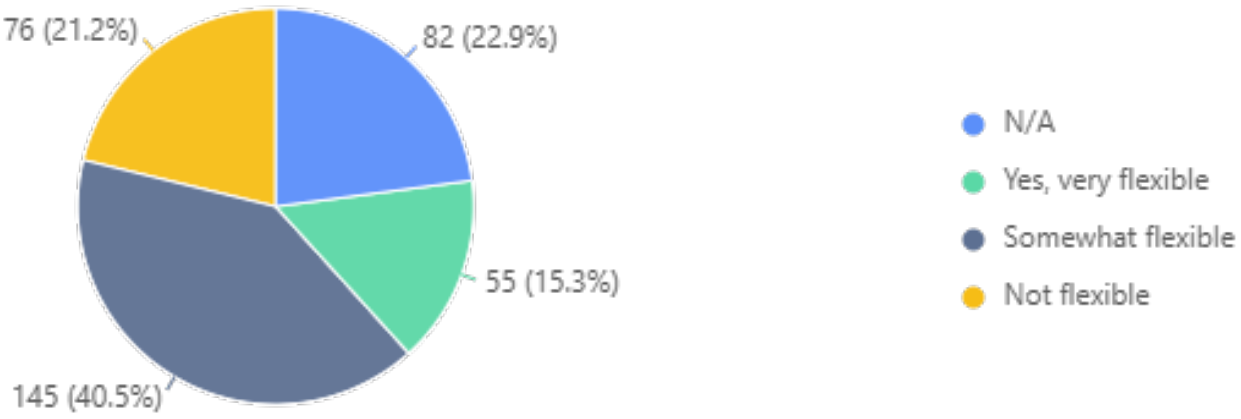
Has your school's policy on remote work changed since the COVID-19 pandemic?

118 (32.9%) participants reported there has been No Change since the COVID-19 pandemic. 102 (28.4%) reported Yes, their school's policy is more flexible. 56 (15.6%) report Yes, their school's policy has changed and is less flexible now. There were 82 (22.9%) N/A responses.



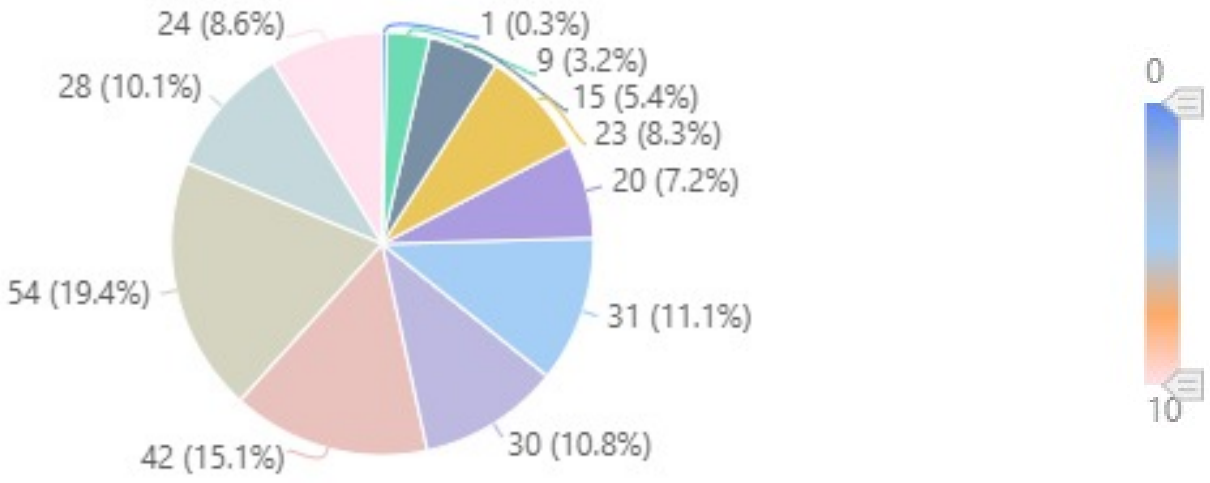
Do you have flexibility in your work hours?

A majority of participants, 145 (40.5%) reported their job is somewhat flexible. 76 (21.2%) reported their job is not flexible, 55 (15.3%) reported their job is very flexible. There were 82 (22.9%) N/A responses.



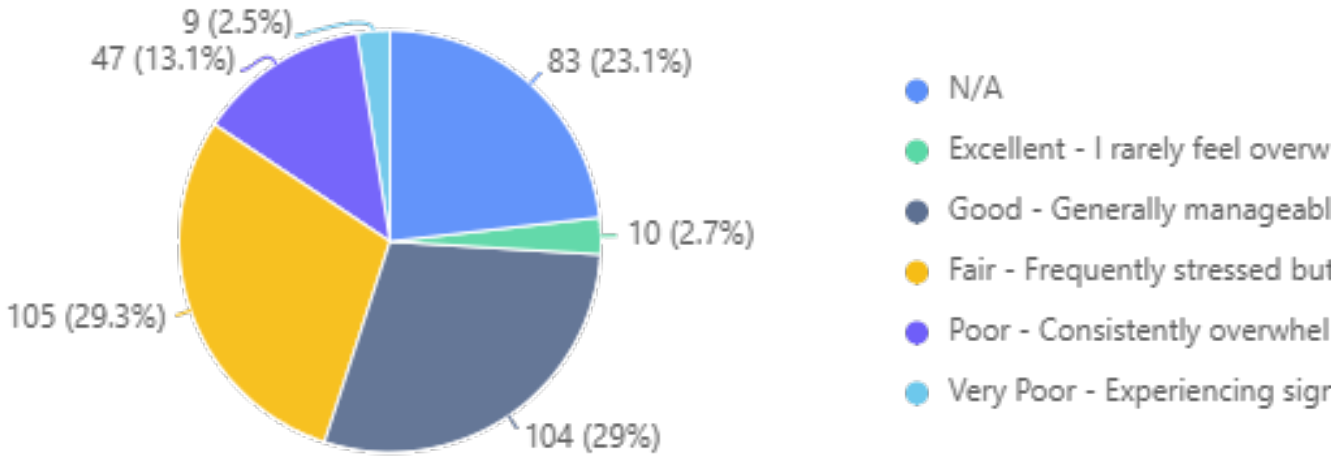
On a scale of 1-10, how often do you experience burnout in your current role?

54 (19.4%) respondents reported that, on a scale of 1-10, they are satisfied at a level of 8, 42 (15.1%) reported a satisfaction level of 7, 31 (11.1%) reported a level of 5, 30 (10.8%) reported a level of 6, 28 (10.1%) reported a level of 9, 24 (8.6%) reported a level of 10, 23 (8.3%) reported a level of 3, 15 (5.4%) reported a level of 2, 9 (3.2%) reported a level of 1, and 1 (0.3%) reported a level of 0.



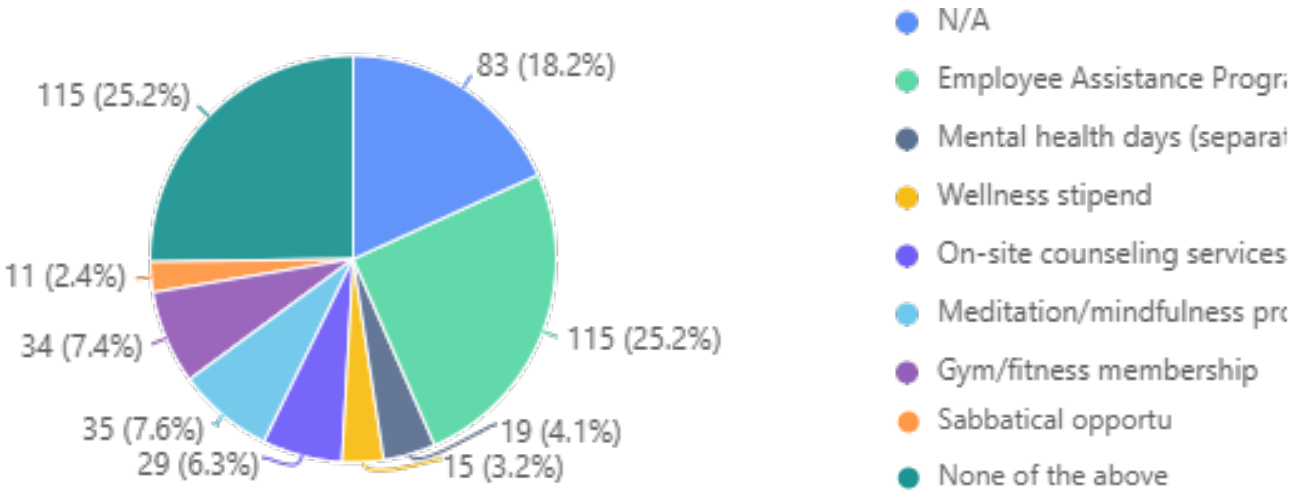
Which of the following best describes your current work-life balance?

105 (29.3%) respondents reported that their current work-life balance is Fair - Frequently stressed but coping, 104 (29%) reported their work-life balance is Good - Generally manageable, 47 (13.1%) reported their work-life balance is Poor - Consistently overwhelmed, 10 (2.7%) reported their work-life balance is Excellent - I rarely feel overwhelmed, 9 (2.5%) reported their work-life balance is Very Poor - Experiencing significant burnout. There were 83 (23.1%) N/A responses.



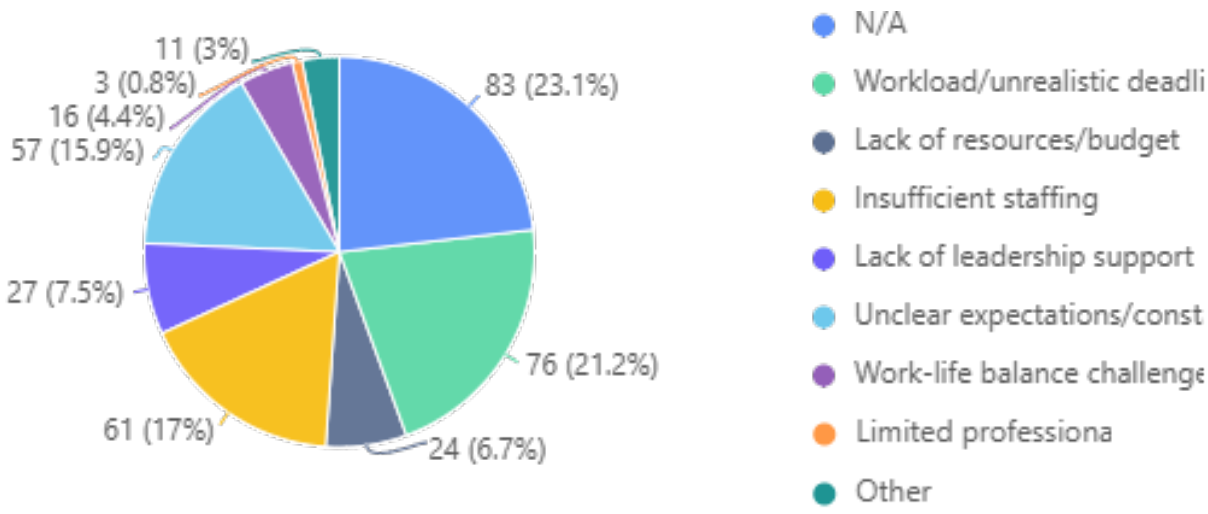
Does your school offer any of the following mental health/wellness benefits? (Select all that apply)

115 (25.2%) respondents selected Employee Assistance Program, 35 (7.6%) selected Meditation/mindfulness programs, 34 (7.4%) selected Gym/fitness membership, 29 (6.3%) selected On-site counseling services, 19 (4.1%) Mental health days (separate from sick leave), 15 (3.2%) Wellness stipend, 11 (2.4%) Sabbatical opportunities. There were 115 None of the above responses and 83 (18.2%) N/A responses.



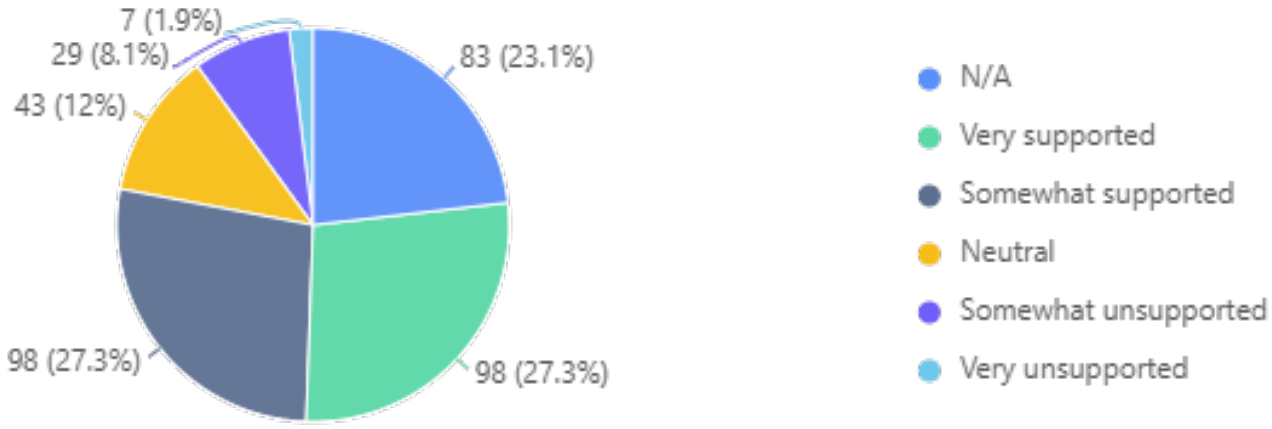
What is your primary source of work-related stress? (Select top 1)

76 (21.2%) respondents selected Workload/unrealistic deadlines, 61 (17%) Insufficient staffing, 57 (15.9%) Unclear expectations/constantly changing priorities, 27 (7.5%) selected Lack of leadership support, 24 (6.7%) Lack of resources/budget, 16 (4.4%) Work-life balance challenges, 11 (3%) Other response. There were 83 (23.1%) N/A responses.



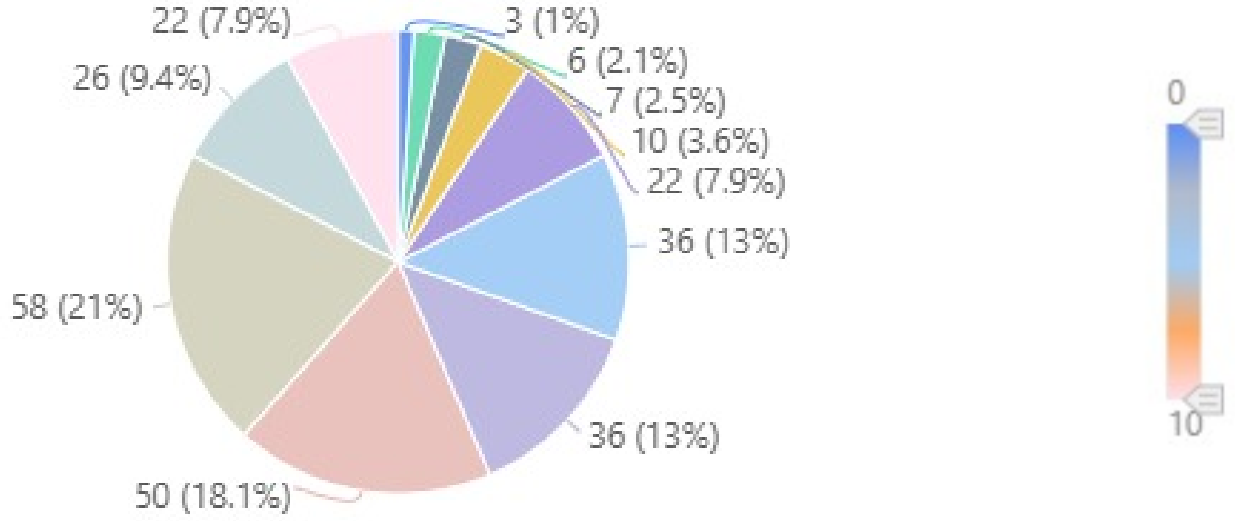
How supported do you feel by your direct supervisor regarding work-life balance?

98 (27.3%) respondents reported they feel very supported and 98 (27.3%) reported they feel somewhat supported, 43 (12%) feel neutral, 29 (8.1%) feel somewhat unsupported, 7 (1.9%) feel very unsupported. There were 83 (23.1%) N/A responses.



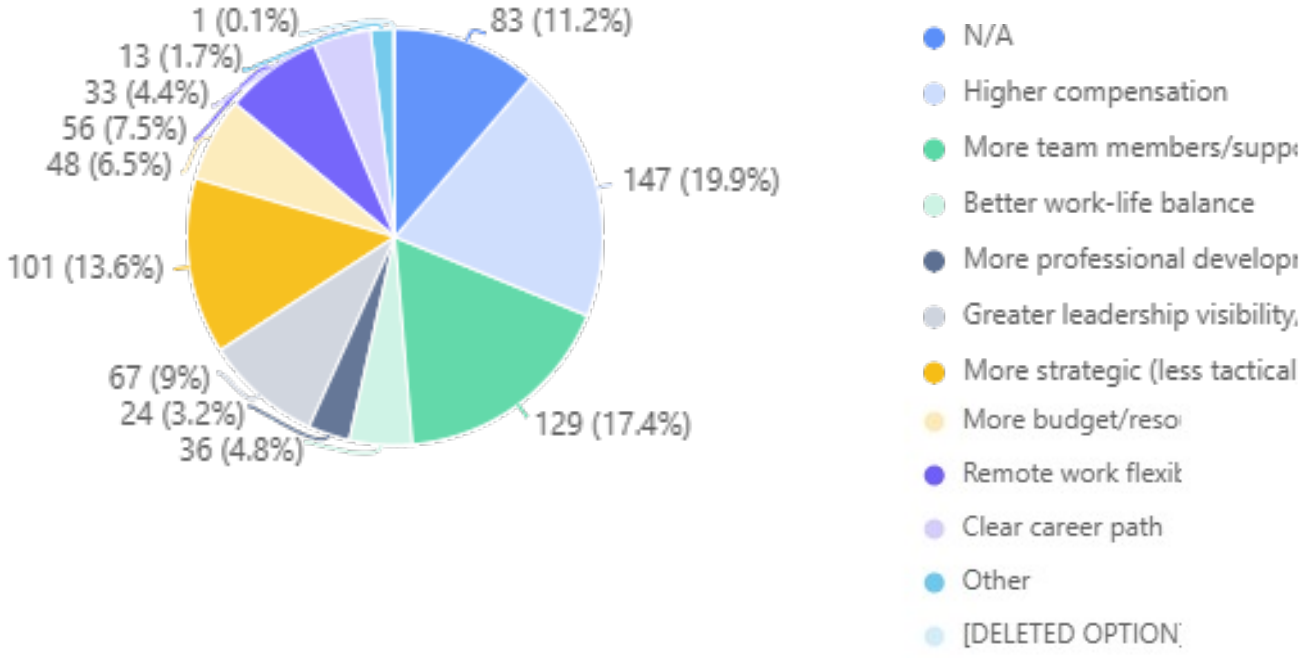
On a scale of 1-10, how satisfied are you with your current role? (1= Very dissatisfied, 10 = Very satisfied)

58 (21%) respondents reported 8, 50 (18.1%) reported 7, 36 (13%) reported 6 and 36 (13%) reported 5. 26 (9.4%) reported 9, 22 (7.9%) reported, 10 (3.6%) reported 3, 7 (2.5%) reported 2, 6 (2.1%) reported 1 and 3 reported 0.



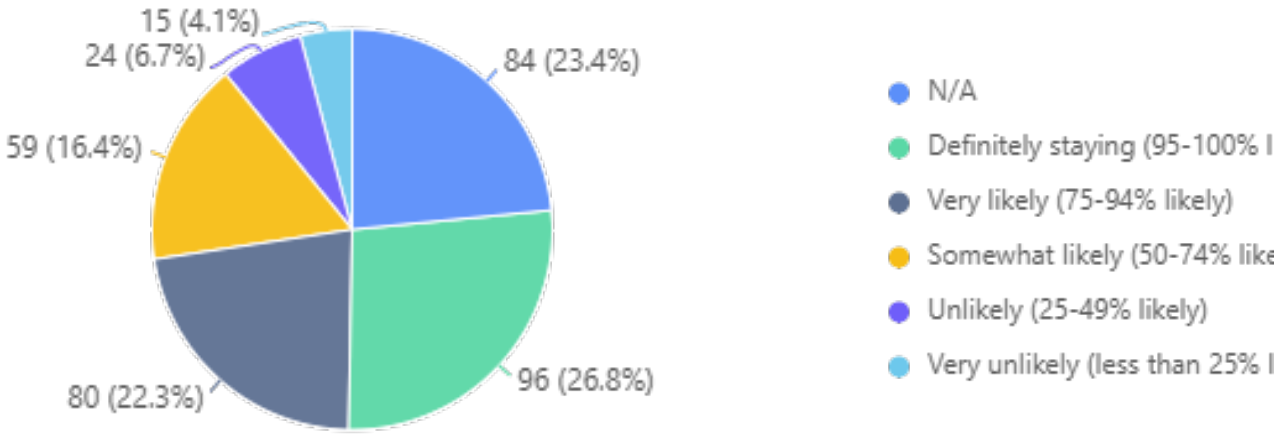
What would most improve your job satisfaction? (Select top 2)

147 (19/9%) respondents reported Higher compensation, 129 (17.4%) reported more team members/support staff, 101 (13.6%) reported More strategic (less tactical) work, 67 (9%) reported Greater leadership visibility/appreciation, 56 (7.5%) reported Remote work flexibility, 48 (6.5%) More budget/resources, 33 (4.4%) reported Clear career path, 24 (3.2%) reported More professional development, 13 (1.7%) reported Other. 1 (0.1%) was a DELETED OPTION. There were 83 (11.2%) N/A responses.



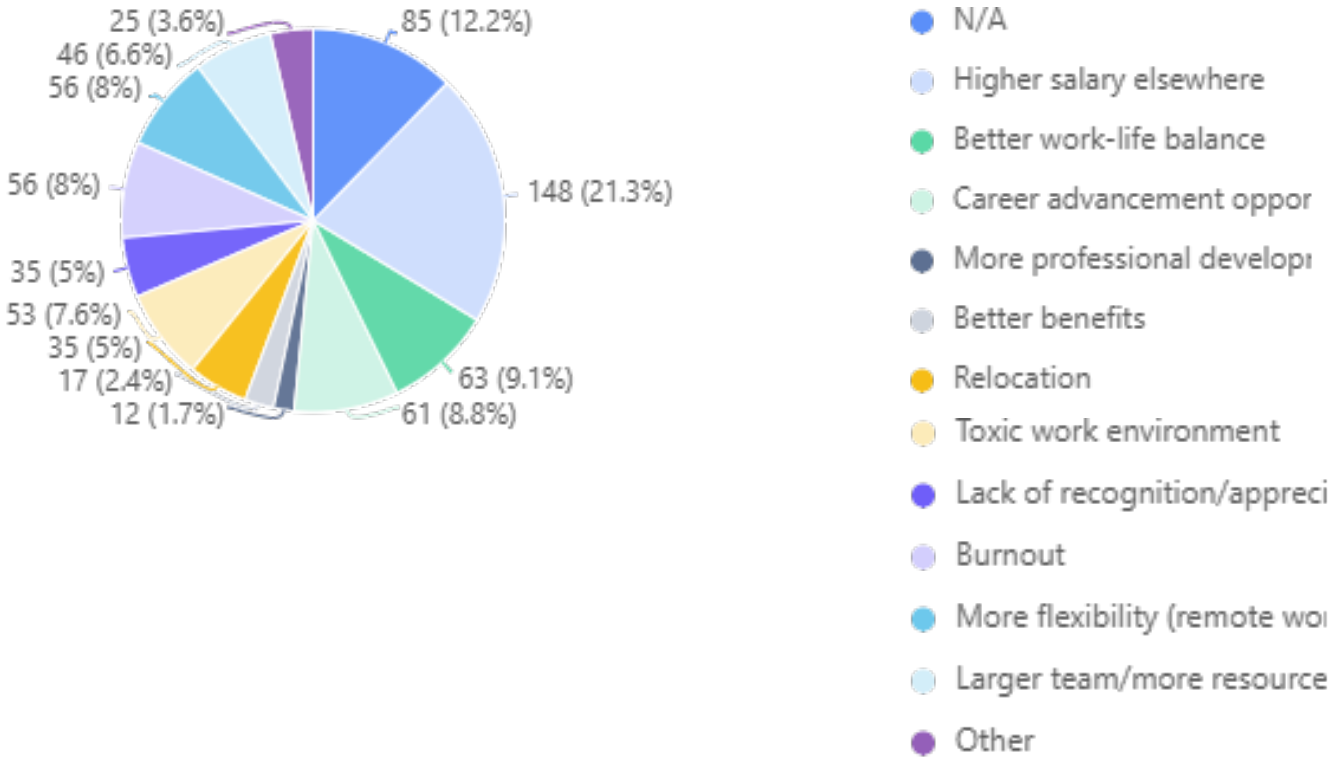
How likely are you to be working in your current role one year from now?

96 (26.8%) respondents reported Definitely staying. 80 (22.3%) reported Very likely, 59 (16.4%) reported Somewhat likely, 24 (6.7%) reported Unlikely, 15 (4.1%) reported Very unlikely. There were 84 (23.4%) N/A responses.



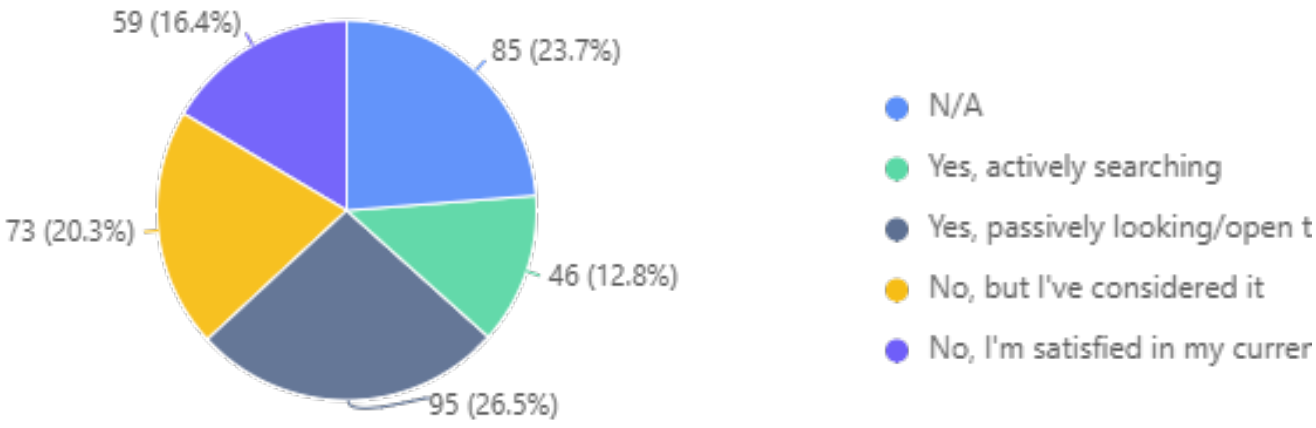
What would most likely cause you to leave your current position? (Select top 2)

148 (21.3%) respondents reported Higher salary elsewhere, 63 (9.1%) reported Better work-life balance, 61 (8.8%) reported career advancement opportunities, 56 (8%) reported Burnout and 56 (8%) reported More flexibility (remote work opportunities). 46 (6.6%) reported Larger teams/more resources, 35 (5%) reported Lack of recognition/appreciation, 35 (5%) reported Relocation, 25 (3.6%) reported Other, 17 (2.4%) reported Better benefits, 12 (1.7%) reported More professional development. There were 84 (12.2%) N/A responses.



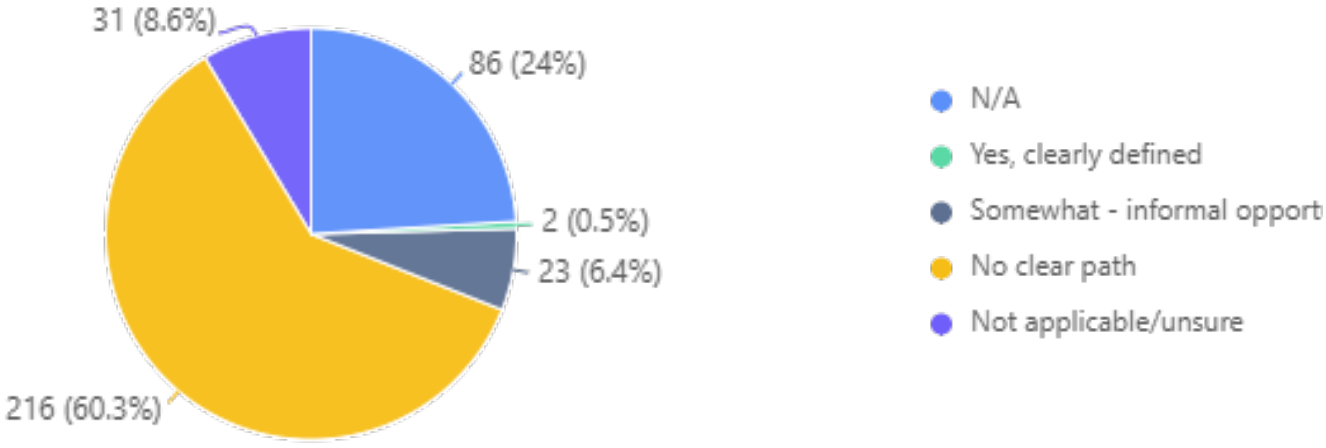
In the past 12 months, have you actively searched for a new job?

95 (26.5%) respondents reported Yes, passively looking/open to opportunities, 73 (20.3%) reported No, but I've considered it, 59 (16.4%) reported No, I'm satisfied in my current role, 46 (12.8%) reported Yes, actively searching. There were 85 (23.7%) N/A responses.



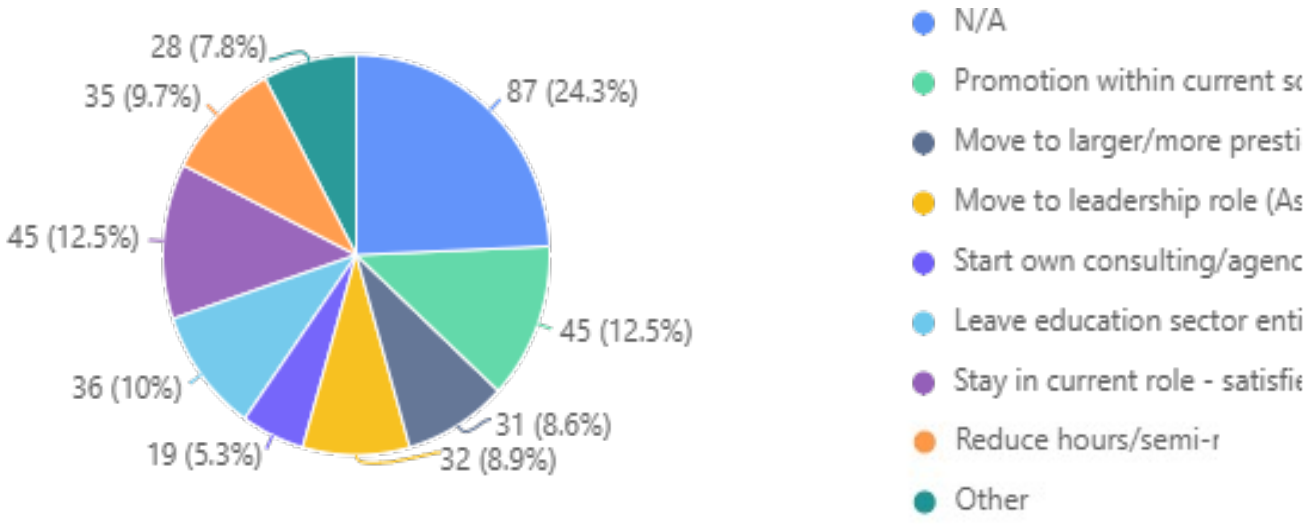
Does your school have a clear career advancement path for marketing/communications professionals?

216 (60.3%) respondents reported No clear path. 31 (8.6%) reported Not applicable/unsure, 23 (6.4%) reported Somewhat - informal opportunities exist, 2 (0.5%) reported Yes, clearly defined. There were 86 (24%) N/A responses.



In the next 2-3 years, what is your desired career move? (Select one)

45 (12.5%) respondents reported Stay in current role - satisfied where I am and 45 (12.5%) reported Promotion within current school. 36 (10%) reported Leave education sector entirely, 35 (9.7%) reported Reduce hours/semi-retirement, 32 (8.9%) reported Move to leadership role (Associate Head, Chief Officer, etc.), 31 (8.6%) Move to larger/more prestigious school, 28 (7.8%) Other, 19 (5.3%) Start own consulting/agency business. There were 87 (24.3%) N/A responses.



About MarCom Society

MarCom Society is an exclusive community for marketing and communication (MarCom) professionals at schools throughout the world and offers a wide variety of events, programs and online training throughout the year.

Resources include:

Monthly:

- LIVE Guest Expert Presentations
- LIVE Lunch & Learn Sessions
- Quick Wins
- Co-Working Accountability Sessions

Quarterly:

- Book Club
- Online Courses

Ongoing:

- Mastermind Groups
- Video Ask
- Pick My Brain
- Private Online Community
- Over 60 PDF Resources
- Access to all presentations from my VirCons and the School Marketing AI Summit
- And much more!