A REFERENCE GUIDE · 9 FUNCTIONS · 60+ TITLES

MARKETING JOB TITLES

Decoded: what they really mean

One company's Manager is another company's Senior Director. Titles are chaos — but they still tell you something about scope, accountability and level. I did some research, and here's the map.

INDIVIDUAL CONTRIBUTOR MANAGER DIRECTOR+

HOW TO READ THIS DECK

Every function splits three ways

IC

Specialist · Associate · Coordinator

Owns execution through your own effort. You run the campaign; someone else decided it should exist.

Typically 0–3 years

MGR

Manager · Senior Manager

Owns strategy plus execution, and increasingly other people. Accountable for a number, not just a deliverable.

Typically 3–10 years

DIR+

Director · Senior Director · VP

Owns business outcomes and the org that delivers them. Manages managers. Sits in the room with the C-suite.

Typically 7–15+ years

THE FUNCTION MAP

Nine lanes of marketing

01

Demand Generation & Growth

Pipeline. You are measured in MQLs, SQLs and dollars.

02

Product Marketing

Positioning, launches, and arming Sales to win.

03

Corporate & Brand

What the company stands for, and who says it out loud.

04

Content Marketing

The words, the calendar, and whether either drives pipeline.

05

Email & Lifecycle

The customer journey after the first click.

06

Field & Events

Marketing that happens in a room, in a region.

07

Marketing Ops & Tech

The stack, the data, and whether any number can be trusted.

08

Account-Based Marketing

A named list of accounts, worked like a sales territory.

09

Performance & Paid Media

Budget in, attributable revenue out.

THE LADDER

What each level is actually paid to own

LEVEL	YEARS	WHAT YOU OWN	US BASE, TYPICAL
Specialist / Associate	0–3	Tasks and deliverables. You execute someone else's plan and learn how the machine works.	$55–100K
Manager	3–7	A channel, program or product end to end. First time you carry a target of your own.	$95–160K
Senior Manager	5–10	Multiple segments, products or regions — or deep specialist authority. May or may not manage people.	$130–185K
Director	7–12	A business outcome and the team that produces it. Holds other functions accountable, not just their own.	$165–230K
Senior Director	10–15	A whole function across the company. Builds capability and org design, not just campaigns.	$200–270K
VP	15+	Marketing's contribution to company revenue. Manages directors. Executive team member.	$250–350K

Base salary only, US market, mid-size tech company. Equity, bonus, geography and company stage move these ranges substantially.

FUNCTION 01 / 09

Demand Generation & Growth

The pipeline lane. Everything here rolls up to a number Sales also cares about.

INDIVIDUAL CONTRIBUTOR — $65–95K

Demand Generation Specialist

Email sends, landing pages, lead routing inside the automation platform. Learning how campaigns work.

Growth Marketing Associate

Tests channels and reads the metrics. Supports growth strategy without owning it.

Performance Marketing Coordinator

Day-to-day bid and budget management. Reports results, doesn't set direction.

MANAGER — $110–155K

Demand Generation Manager

Full-funnel strategy for a product line. Accountable for pipeline contribution and lead quality.

Growth Marketing Manager

Owns the acquisition hypothesis and the CAC/LTV math. Common at earlier-stage companies.

Performance Marketing Manager

Paid strategy across Google, Meta and LinkedIn. Owns budget allocation, ROI and the agency.

DIRECTOR+ — $175–290K

Director of Demand Generation

Owns the pipeline target — MQLs, SQLs, dollars — and holds Sales to the conversion side of it.

Senior Director of Growth

Growth across products, segments and geographies. Builds the team's capability, not just the plan.

VP of Demand Generation

Owns marketing's revenue contribution to the company. Executive-level accountability.

FUNCTION 02 / 09

Product Marketing

The translation lane: what the product does, why anyone should care, and how Sales says it.

INDIVIDUAL CONTRIBUTOR $75–105K

Product Marketing Specialist

Writes messaging, competitive analysis, battlecards and launch materials. Supports launches, doesn't own them.

Product Marketing Associate

Research, content and launch support. The apprenticeship version of the job.

MANAGER $125–170K

Product Marketing Manager

Owns positioning, feature launches, go-to-market and sales enablement for a product.

Senior Product Marketing Manager

Complex portfolios or contested competitive ground. Feeds product strategy; may manage PMMs.

DIRECTOR+ $185–300K

Director of Product Marketing

PMM strategy for a business unit or the whole company. Leads the team and the competitive posture.

Senior Director / VP of Product Marketing

Owns the market position and the portfolio narrative. Manages directors and managers.

FUNCTION 03 / 09

Corporate & Brand Marketing

The reputation lane. Hardest to measure, most visible when it goes wrong.

INDIVIDUAL CONTRIBUTOR — $60–90K

Marketing Specialist

Runs corporate campaigns, projects, timelines and stakeholder wrangling. Support, not strategy.

Corporate Communications Specialist

Press releases, media relations and internal comms.

Brand Associate

Guards the guidelines and the asset library; supports brand campaigns.

MANAGER — $105–150K

Corporate Marketing Manager

Integrated campaigns behind the company narrative — corporate events, thought leadership, exec visibility.

Brand Manager

Owns brand strategy, visual identity and consistency across every touchpoint.

Communications Manager

Internal and external comms strategy, media relations, and the crisis plan.

DIRECTOR+ — $170–280K

Director of Corporate Marketing

Owns brand positioning and thought leadership. A working partner to the CEO and C-suite.

Senior Director / VP of Marketing

Owns the whole marketing function and every team inside it. Executive leadership.

FUNCTION 04 / 09

Content Marketing

Watch the split: producing content and owning content strategy are different jobs.

INDIVIDUAL CONTRIBUTOR

$55–85K

Content Writer / Specialist

Blog posts, whitepapers, case studies, ebooks — against topics someone else assigned.

Content Coordinator

Runs the calendar, publishes, schedules social. Operational backbone.

Content Strategist

Picks the themes and plans the roadmap. Senior IC — strategy without a team.

MANAGER

$95–140K

Content Manager

Owns strategy and production: roadmap, writers, contractors, quality bar, metrics.

Senior Content Manager

Content across multiple channels or segments. May manage other content managers.

DIRECTOR+

$150–230K

Director of Content Marketing

Owns content strategy company-wide, leads the team, and is accountable for pipeline contribution — not traffic.

FUNCTION 05 / 09

Email & Lifecycle Marketing

Half campaign craft, half systems work. The two halves pay differently.

INDIVIDUAL CONTRIBUTOR $60–90K

Email Marketing Specialist

Builds campaigns, manages lists, segments audiences, reports on performance.

Lifecycle Marketing Coordinator

Supports journey programs and nurture sequences; builds automation without owning it.

Marketing Automation Specialist

Configures HubSpot, Marketo or Eloqua. Workflows, segmentation, list hygiene.

MANAGER $100–145K

Email Marketing Manager

Owns email strategy, nurture programs and the metrics they're judged on.

Lifecycle Marketing Manager

Owns the journey from acquisition to advocacy: onboarding, adoption, churn reduction.

Marketing Automation Manager

Owns the tech stack implementation, data hygiene and lead management.

DIRECTOR+ $160–240K

Director of Lifecycle Marketing

Owns customer experience strategy and retention. Accountable for LTV and churn, not sends.

FUNCTION 06 / 09

Field & Events Marketing

Events titles read as logistics. Field titles read as pipeline. Check which one you're being hired for.

INDIVIDUAL CONTRIBUTOR $55–85K

Event Coordinator

Vendor contracts, registration, on-site logistics. Pure execution, high stakes.

Field Marketing Specialist

Runs regional campaigns and events in support of field sales.

Events Associate

Assists with planning, coordination and logistics. Entry point into the lane.

MANAGER $95–140K

Field Marketing Manager

Owns regional demand gen strategy with the sales team. Accountable for regional pipeline.

Events Manager

Owns the event calendar, promotion, sponsorships and budgets.

Regional Marketing Manager

Owns marketing for a geography or segment end to end.

DIRECTOR+ $155–240K

Director of Field / Events Marketing

Owns the field strategy and event portfolio, and the pipeline they're expected to produce.

Regional Director of Marketing

All marketing functions for a region or vertical — often with real P&L responsibility.

FUNCTION 07 / 09

Marketing Operations & Technology

The most technical lane, and the one that quietly decides whose numbers get believed.

INDIVIDUAL CONTRIBUTOR $70–100K

Marketing Operations Specialist

Runs the MarTech stack day to day: data hygiene, integrations, basic reporting.

Marketing Coordinator

Administrative support for the team — scheduling, calendars, logistics.

Demand Operations Analyst

Analyzes the funnel, builds dashboards, finds the trend before anyone asks.

MANAGER $115–160K

Marketing Operations Manager

Owns MarTech implementation, lead management, reporting and data quality.

Senior Marketing Operations Manager

Leads the operations roadmap, vendor relationships and technology transformation.

Analytics Manager

Owns reporting and insight — and the recommendation that follows the chart.

DIRECTOR+ $175–275K

Director of Marketing Operations

Owns systems, processes and MarTech strategy, and the team that runs them.

Senior Director / VP of Marketing Operations

Owns the organizational technology strategy and roadmap across multiple teams.

FUNCTION 08 / 09

Account-Based Marketing

The shallowest ladder in the deck — it tops out at Director in most orgs.

INDIVIDUAL CONTRIBUTOR $70–100K

ABM Specialist

Identifies target accounts and coordinates campaigns against them. Tactical.

Account-Based Marketer

Develops account strategy and owns the relationship and engagement.

MANAGER $115–160K

ABM Manager

Owns the target account list, the personalized programs, and the Sales partnership.

Senior ABM Manager

ABM across segments, verticals or regions. Owns program strategy; may manage coordinators.

DIRECTOR+ $170–250K

Director of ABM

Owns ABM strategy and team, and the pipeline the programs are expected to produce.

FUNCTION 09 / 09

Performance & Paid Media

Overlaps heavily with Demand Gen. The difference is whether you own the budget.

INDIVIDUAL CONTRIBUTOR $60–95K

Paid Media Specialist

Runs campaigns across Google, Meta and LinkedIn. Monitors, optimizes bids, reports.

Performance Marketing Associate

Entry-level: watches performance, adjusts bids, learns the platforms.

MANAGER $110–155K

Paid Media Manager

Owns paid strategy across channels, plus the budgets and the agencies spending them.

Performance Marketing Manager

Owns the testing strategy and channel performance, and where the next dollar goes.

DIRECTOR+ $170–260K

Director of Paid Media

Owns paid strategy for the organization and its contribution to pipeline. Leads the team.

READING A JOB DESCRIPTION

The verbs tell you the level

Owns / Leads

Strategic scope. You decide what happens, not just how it gets done.

Manages / Oversees

People leadership. There are humans, agencies or vendors reporting into you.

Executes / Supports

Tactical scope. Whatever the title says, this is an individual contributor role.

Accountable for

A business outcome sits on your name. Find out which number before you accept.

A "Manager" job description full of "supports" and "assists" is a specialist role with a nicer title. A "Specialist" posting full of "owns" is a manager role that hasn't been re-levelled — and often, re-priced.

CONTEXT

Company size rewrites every title

10–50 PEOPLE

Titles compress

A "Marketing Manager" may own demand gen, content, events and the website. Director-level scope, manager-level pay.

Great for range. Risky for your next title negotiation.

50–500 PEOPLE

Titles start to mean it

Functions separate out. A Demand Gen Manager does demand gen. Levels roughly match the ladder on slide four.

The cleanest place to benchmark yourself.

500+ PEOPLE

Titles fragment

Roles split into narrow specialisms — lifecycle email, one region, one product line. Deep, not wide.

Bigger title, smaller surface area. Read the scope, not the level.

APPLYING IT

Where you should be applying

3–5 yrs	Manager roles. Stop applying to Specialist postings out of caution.
7–10 yrs	Director roles, and Senior Manager where the scope is genuinely bigger.
15+ yrs	Director and VP. A Manager title at this point is a step backwards in pay and scope.

THREE THINGS TO CHECK

Scope. One product or many? One region or the company?

Accountability. Which number is yours when the board asks?

Reporting line. Who you report to caps how senior the role really is.

"Senior" answers none of these on its own. It can mean more years, wider scope, or deeper specialism — and often no direct reports at all.

THE SHORT VERSION

Read the job description, not the title

Scope, accountability and reporting line will tell you more in thirty seconds than the title on the posting ever will. And don't undersell yourself — the level you're offered is usually the level you asked for.

Which title has tripped you up? Tell me in the comments.

Salary figures are approximate US base ranges for a mid-size tech company and vary widely by stage, sector and geography.