

# **Connexis Search Group Marketing Survey**

**Life Science, Medical Device, and Diagnostics**

**-Marketing Post COVID Marketing Trends-**

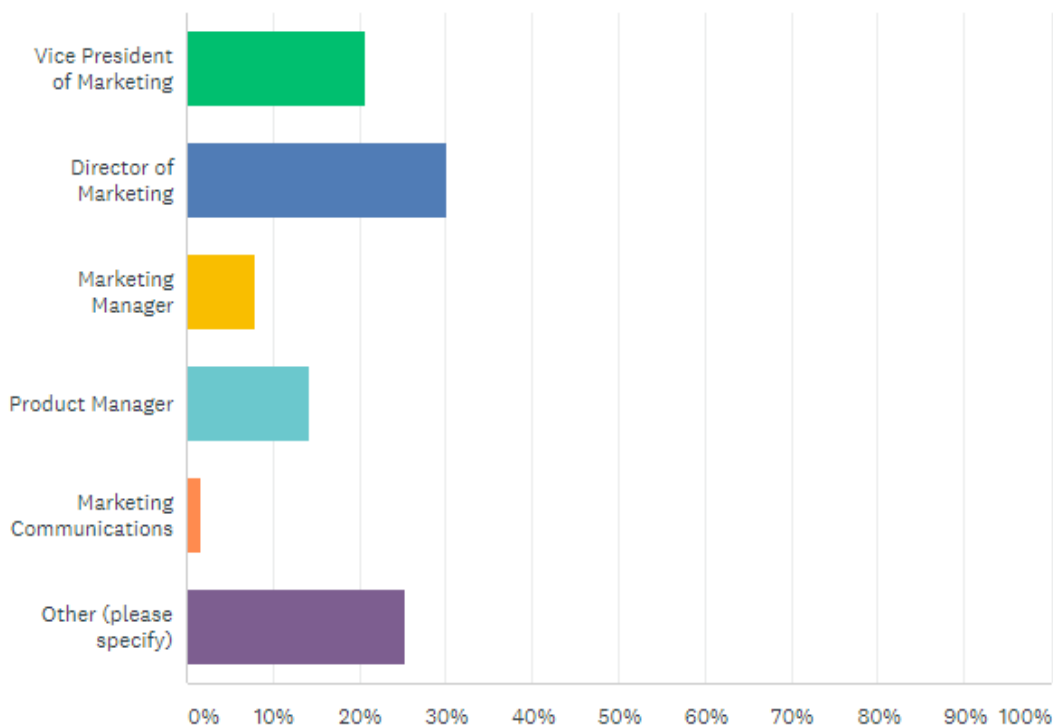
Our recruiting firm, Connexis Search Group, has seen an increase in the number of Life Science, Medical Device, and Diagnostics clients seeking to hire marketing personnel. We were curious why the sudden increase?

Is it a result of sales reps having limited access to decision-makers, increasing the need for marketing? Or was it just a random occurrence that we have been asked to help so many companies hire marketing talent?

We felt the best way to gather this information was to survey the marketing personnel in our database. We have **over 3,000** marketing people in our CRM, many of them at the VP and

## Which best describes your title?

Answered: 63 Skipped: 0

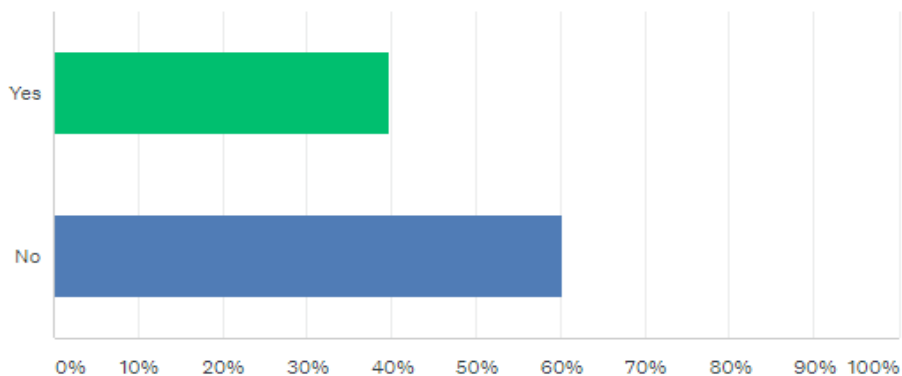


Director levels. **51% of the total respondents were Director and VP level.**

We also wanted to know if our clients have seen **an increase in their marketing budgets over the last 12 months**. We thought that if senior management relied more on marketing, they would be allocating more money to the marketing department. **60.32%** of the respondents claimed that they had not been given additional budget dollars. Even though this represents most respondents, **39.68%** of the respondents did receive additional budget dollars.

# Has your marketing department received increased budget as a result of COVID-19?

Answered: 63    Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	39.68%	25
No	60.32%	38
TOTAL		63

The next thing we wanted to know was if these companies added more marketing personnel. **46.03%** of the respondents indicated they had hired marketing candidates over the last 12 months. The most frequent answer was that they hire at least two people during this time. **20.83%** of the respondents indicated that they hired over four new marketing people.

It appears that Life Science, Medical Devices, and Diagnostics companies are adding marketing personnel to their teams. The increased demand means hiring a marketing person will become more challenging as companies compete for the limited pool of candidates. Later in the article, we will discuss techniques that you can use to recruit top marketing talent successfully.

We also wanted to know **what level of marketing candidates the companies are hiring**. Marketing Managers were the highest demand at **58.33%**, with Product Managers close behind at **50%**.

The rest of the Survey gathered compensation information for each type of marketing person. How much have salaries increased? What are the base salaries for the top three marketing positions hired? We also asked which marketing techniques (Google Ads, LinkedIn Ads, SEO, Trade Shows, Facebook ads) yielded the best results.

## **How to win the talent war for marketing personnel.**

Companies that are more flexible in letting candidates work remotely are more successful in hiring and retaining top talent. I know this is hard for many senior executives to accept. Still, COVID has changed this dynamic, and more candidates want the ability to work remotely.

Many of our clients let candidates work in the office 1-3 days per week and at home the other days. Remote work is a significant change from the past and not easy to adjust to—but the companies that do will have a better choice of marketing candidates.