

Marketing & Sales Compensation Survey



Subscribe to our updates
www.wcbc.ca/subscribe

wcbc.ca/published-surveys/marketing-sales/

Content

CompEssentials segments the data into the most commonly used breakdowns so you can quickly target salary levels. Results supplied in both excel and pdf formats.

CompPlus, our online tool, enables you to generate customized reports. Participants receive complimentary access to CompPlus (a \$1,700 value). CompEssentials is included with CompPlus.

Geographic Coverage

British Columbia
Alberta
Saskatchewan
Manitoba
Ontario

Data Collected

salary ranges
base salaries
total cash
quality of match
hours of work

Positions*

Website Content Manager
Vice President, Marketing
Marketing Director
Marketing Manager
Marketing Coordinator
Vice President, Marketing & Sales
Marketing & Sales Director
Market Research Manager
Market Researcher
Product Manager
Channel Marketing Manager
Channel Marketing Specialist
Vice President, Sales
Sales Director
Sales Manager
International Accounts Manager
National Accounts Manager
Regional Sales Manager
District Sales Manager
Branch Sales Manager
Export Sales Manager
Inside Sales Manager
Inside Sales Representative
Inside Sales Support
Wholesale Sales Representative - Senior
Wholesale Sales Representative
Commercial Sales Representative - Senior
Commercial Sales Representative

Industrial Sales Representative - Senior
Industrial Sales Representative
Telemarketing Supervisor
Telemarketer
Merchandise Manager
Merchandise Planner
Pricing Analyst
Product Costing Coordinator
Advertising Manager
Advertising Coordinator
Art Manager
Graphic Designer
Desktop Publisher
Visual Merchandise Manager
Visual Merchandiser
Editor
Print Production Manager
Social Media Coordinator
Vice President, Communications
Communications Director
Communications Manager
Communications Officer
Events Manager
Events Coordinator
Community Relations Manager
Customer Service Manager
Customer Service Representative
Customer Service Clerk

Technical Service Manager
Technical Service Representative
Call Centre Manager
Call Centre Supervisor
Call Centre Attendant - Senior
Call Centre Attendant - Junior
Retail Store Manager
Assistant Retail Store Manager
Retail Sales Representative - Senior
Retail Sales Representative
Retail Service Clerk
Sales Assistant
Department Manager
Loss Prevention Manager (Retail Stores)
Loss Prevention Agent
Member Services Director
Member Services Manager
Member Services Coordinator
Registrar
Fundraising Manager
Fundraising Coordinator
Vice President, Business Development
Business Development Manager
Business Development Representative
Proposal Writer
Proposal Coordinator

* *Dependent on participation levels.*

WCBC Western Compensation & Benefits Consultants

Suite 2000, 1188 West Georgia Street
Vancouver, BC V6E 4A2

Need More Info?

Nancy MacLeod | 604 683 9155 | 1 800 781 2411
www.wcbc.ca | wcbc@wcbc.ca

Marketing & Sales Compensation Survey

wcbc.ca/published-surveys/marketing-sales/



Subscribe to our updates
www.wcbc.ca/subscribe

Perks of Participating

NO PURCHASE REQUIRED

WIN A FITBIT OR AN IPAD


RECEIVE A COPY OF OUR SALARY INCREASE SURVEY reporting actual & projected salary increases

Perks of Purchasing

RECEIVE A 50% DISCOUNT

RECEIVE COMPLIMENTARY ACCESS TO COMPPLUS, WCBC'S ONLINE TOOL

Pricing

	Participant Price	Regular Price
CompEssentials		
Clerical/Administrative Support	\$849	\$1,700
Middle Management & Professional	\$849	\$1,700
Information Technology	\$849	\$1,700
 Marketing & Sales	\$849	\$1,700
Engineering & Technical	\$849	\$1,700
Production & Distribution	\$849	\$1,700
Executive Compensation	\$999	\$2,000
Consulting Engineers Compensation, Benefits & Employment Practices	\$2,499	\$5,000
Group Insurance & Retirement Benefits	\$449	\$900
Compensation Policies & Practices	\$449	\$900
CompPlus – WCBC's online data sorting tool	FREE	\$1,700
Salary Increases	FREE	\$1,700
Board of Directors Compensation	—	\$2,000

WCBC Western Compensation & Benefits Consultants

Suite 2000, 1188 West Georgia Street
Vancouver, BC V6E 4A2

Need More Info?

Nancy MacLeod | 604 683 9155 | 1 800 781 2411
www.wcbc.ca | wcbc@wcbc.ca