

Marketing & Sales Compensation Survey



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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 \$1,500 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	Industrial Sales Representative	Call Centre Supervisor
Vice President, Marketing	Pricing Analyst	Call Centre Attendant - Senior
Marketing Director	Advertising Coordinator	Call Centre Attendant - Junior
Marketing Manager	Graphic Designer	Retail Store Manager
Marketing Coordinator	Desktop Publisher	Assistant Retail Store Manager
Vice President, Marketing & Sales	Editor	Retail Sales Representative - Senior
Marketing & Sales Director	Print Production Manager	Retail Sales Representative
Market Researcher	Social Media Coordinator	Retail Service Clerk
Product Manager	Vice President, Communications	Sales Assistant
Vice President, Sales	Communications Director	Member Services Director
Sales Director	Communications Manager	Member Services Manager
Sales Manager	Communications Officer	Member Services Coordinator
International Accounts Manager	Events Manager	Registrar
National Accounts Manager	Events Coordinator	Fundraising Manager
Regional Sales Manager	Community Relations Manager	Fundraising Coordinator
District Sales Manager	Customer Service Manager	Vice President, Business Development
Branch Sales Manager	Customer Service Representative	Business Development Manager
Inside Sales Manager	Customer Service Clerk	Business Development Representative
Inside Sales Representative	Technical Service Manager	Proposal Writer
Inside Sales Support	Technical Service Representative	Proposal Coordinator
Wholesale Sales Representative	Call Centre Manager	

WCBC Western Compensation & Benefits Consultants

Suite 502 - 595 Howe Street
Vancouver, BC V6C 2T5

Need More Info?

Nancy MacLeod | 604 683 9155
www.wcbc.ca | wcbc@wcbc.ca

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Timelines



February
Data Collection Opens



July
Data Collection Closes



Year round
Results Available

Pricing

CompEssentials

Clerical/Administrative Support	\$1,700
Middle Management & Professional	\$1,700
Information Technology	\$1,700



Marketing & Sales **\$1,700**

Engineering & Technical	\$1,700
Production & Distribution	\$1,700
Executive Compensation	\$2,000
Consulting Engineers Compensation, Benefits & Employment Practices	\$5,000
Group Insurance & Retirement Benefits	\$900
Compensation Policies & Practices	\$900
CompPlus – WCBC's online data sorting tool	\$1,700
Salary Increases	\$1,700
Board of Directors Compensation	\$2,000

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