

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

Geographic Coverage

British Columbia
 Alberta
 Saskatchewan
 Manitoba
 Ontario

Data Collected

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

Positions

(Below is a full list of positions we are currently collecting data for)

Vice President, Marketing	Wholesale Sales Representative - Senior	Digital Marketing Specialist	Call Centre Attendant - Junior
Marketing Director	Wholesale Sales Representative	Social Media Coordinator	Retail Store Manager
Marketing Manager	Commercial Sales Representative - Senior	Website Content Manager	Assistant Retail Store Manager
Marketing Coordinator	Commercial Sales Representative	Vice President, Communications	Retail Sales Representative - Senior
Vice President, Marketing & Sales	Industrial Sales Representative - Senior	Communications Director	Retail Sales Representative
Marketing & Sales Director	Industrial Sales Representative	Communications Manager	Retail Service Clerk
Market Research Manager	Telemarketing Supervisor	Communications Officer	Department Manager
Market Researcher	Telemarketer	Events Manager	Loss Prevention Manager (Retail Stores)
Product Manager	Merchandise Manager	Events Coordinator	Loss Prevention Agent
Channel Marketing Manager	Merchandise Planner	Community Relations Manager	Member Services Director
Channel Marketing Specialist	Product Costing Coordinator	Indigenous Liaison Manager	Member Services Manager
Vice President, Sales	Pricing Analyst	Indigenous Liaison	Member Services Coordinator
Sales Director	Advertising Manager	Investor Relations Manager	Registrar
Sales Manager	Advertising Coordinator	Investor Relations Advisor	Fundraising Manager
Sales Assistant	Graphic Designer	Vice President, Customer Service	Fundraising Coordinator
International Accounts Manager	Desktop Publisher	Customer Service Director	Vice President, Business Development
National Accounts Manager	Editor	Customer Service Manager	Business Development Director
Regional Sales Manager	Art Manager	Customer Service Representative	Business Development Manager
District Sales Manager	Visual Merchandise Manager	Customer Service Clerk	Business Development Representative
Branch Sales Manager	Visual Merchandiser	Technical Service Manager	Proposal Writer
Export Sales Manager	Print Production Manager	Technical Service Representative	Proposal Coordinator
Inside Sales Manager	Digital Marketing Director	Call Centre Manager	
Inside Sales Representative	Digital Marketing Manager	Call Centre Supervisor	
Inside Sales Support		Call Centre Attendant - Senior	



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

Need More Info?

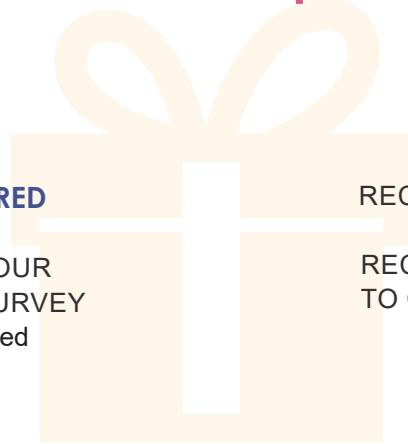
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wcbc.ca/published-surveys/

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Perks of Participating



NO PURCHASE REQUIRED

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

RECEIVE A 50% DISCOUNT

RECEIVE COMPLIMENTARY ACCESS TO COMPPLUS, WCBC'S ONLINE TOOL

Pricing

CompEssentials

Clerical/Administrative Support

Participant Price

Non-Participant Price

\$949

\$1,900

Middle Management & Professional

\$949

\$1,900

Information Technology

\$949

\$1,900

Marketing & Sales

\$949

\$1,900

Engineering & Technical

\$949

\$1,900

Production & Distribution

\$949

\$1,900

Executive Compensation

\$1,149

\$2,300

Consulting Engineers Compensation, Benefits & Employment Practices

\$2,749

\$5,500

Group Insurance & Retirement Benefits

\$499

\$1,000

Compensation Policies & Practices

\$499

\$1,000

CompPlus – WCBC's online data sorting tool

FREE

\$1,900

Salary Increases

FREE

\$1,900

Board of Directors Compensation

—

\$2,300

Register before April 1st and you'll be eligible for the 2022 pricing (if you choose to purchase the results). Remember, you don't have to submit your completed surveys before March 31st, simply registering before then will lock in last year's pricing.



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