

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 list of positions contained in our 2023 survey report)

Vice President, Marketing	Industrial Sales Representative	Customer Service Clerk
Marketing Director	Pricing Analyst	Technical Service Manager
Marketing Manager	Graphic Designer	Technical Service Representative
Marketing Specialist	Desktop Publisher	Call Centre Manager
Marketing Coordinator	Editor	Call Centre Supervisor/Team Lead
Vice President, Marketing & Sales	Print Production Manager	Call Centre Attendant - Senior
Market Research Manager	Digital Marketing Director	Call Centre Attendant - Junior
Market Researcher	Digital Marketing Manager	Retail Store Manager
Product Manager	Digital Marketing Specialist	Assistant Retail Store Manager
Vice President, Sales	Social Media Coordinator	Department Manager
Sales Director	Website Content Manager	Member Services Director
Sales Manager	Vice President, Communications	Member Services Manager
National Accounts Manager	Communications Director	Member Services Coordinator
Regional Sales Manager	Communications Manager	Registrar
Branch Sales Manager	Communications Officer	Fundraising Director
Inside Sales Manager	Events Manager	Fundraising Manager
Inside Sales Representative	Events Coordinator	Fundraising Coordinator
Inside Sales Support	Community Relations Manager	Vice President, Business Development
Wholesale Sales Representative - Senior	Indigenous Liaison Manager	Business Development Director
Wholesale Sales Representative	Indigenous Liaison	Business Development Manager
Commercial Sales Representative - Senior	Customer Service Director	Business Development Representative
Commercial Sales Representative	Customer Service Manager	Proposal Writer
Industrial Sales Representative - Senior	Customer Service Representative	Proposal Coordinator



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

Need More Info?

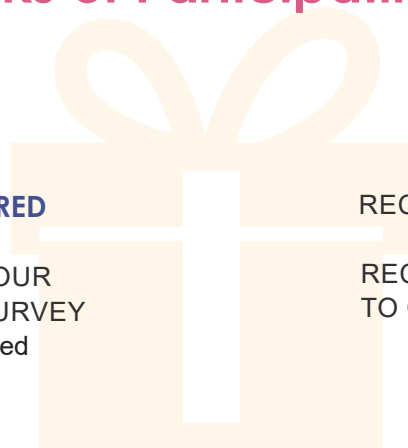
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wcbc.ca/published-surveys/

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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

\$994

\$1,990

Middle Management & Professional

\$994

\$1,990

Information Technology

\$994

\$1,990

Marketing & Sales

\$994

\$1,990

Engineering & Technical

\$994

\$1,990

Production & Distribution

\$994

\$1,990

Executive Compensation

\$1,199

\$2,400

Consulting Engineers Compensation, Benefits & Employment Practices

\$2,874

\$5,750

Group Insurance & Retirement Benefits

\$519

\$1,040

Compensation Policies & Practices

\$519

\$1,040

CompPlus – WCBC's online data sorting tool

FREE

\$1,990

Salary Increases

FREE

\$1,990

Board of Directors Compensation

—

\$2,400



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