

**CONFIDENTIAL**

# 2025 MARKETING & SALES SURVEY REPORT



# WCBC Published Surveys

## Report Highlights



### Reports Available

- Clerical/Administrative Support
- Middle Management & Professional
- Information Technology
- Marketing & Sales
- Engineering & Technical
- Production & Distribution
- Group Insurance & Retirement Benefits
- Compensation Policies & Practices
- Executive
- Board of Directors
- Consulting Engineers Compensation, Benefits & Employment Practices Survey

### More than 500 Positions

- Operations/Administration
- Finance & Accounting
- Human Resources
- Information Technology
- Marketing, Sales & Communications
- Engineering, Scientific & Technical
- Logistics, Manufacturing & Distribution
- Legal & Regulatory Affairs



Western Compensation  
& Benefits Consultants

502- 595 Howe Street  
Vancouver, BC V6C 2T5

[www.wcbc.ca/published-surveys](http://www.wcbc.ca/published-surveys)  
604.683.9155 | [wcbc@wcbc.ca](mailto:wcbc@wcbc.ca)

**[wcbc.ca/subscribe](http://wcbc.ca/subscribe)**

Receive news, research updates and promotions regarding WCBC products.

Copyright 2025 by Western Compensation & Benefits Consultants (WCBC)

All rights reserved. This publication may not be reproduced or transmitted in whole or in part, by any means, electronic or mechanical, photocopying, recording or otherwise without the express written permission of Western Compensation & Benefits Consultants.

# TABLE OF CONTENTS

	Page
<b>Section 1: Introduction</b>	<b>1</b>
<b>Section 2: Applying the Survey Data to Your Organization</b>	<b>3</b>
<b>Section 3: Survey Results - Analysis of Base Salary &amp; Short-Term Incentives</b>	<b>5</b>
Summary Analysis of Base Salary & Salary Plus Short-Term Incentives	6
7111.1 Vice President, Marketing	8
7112.2 Marketing Director	9
7113.3 Marketing Manager	10
7114.93 Marketing Specialist	12
7115.4 Marketing Coordinator	13
7111.5 Vice President, Marketing & Sales	15
7112.6 Marketing & Sales Director	16
7114.107 Marketing Data Analyst	17
7113.9 Product Manager	18
7121.12 Vice President, Sales	19
7122.13 Sales Director	20
7123.14 Sales Manager	21
7125.106 Sales Support/Administrator	22
7124.102 Revenue Analyst	23
7123.16 National Accounts Manager	24
7123.17 Regional Sales Manager	25
7123.19 Branch Sales Manager	26
7123.21 Inside Sales Manager	27
7124.22 Inside Sales Representative	28
7125.23 Inside Sales Support	29
7124.24 Wholesale Sales Representative - Senior	30
7124.25 Wholesale Sales Representative	31
7124.27 Commercial Sales Representative	32
7124.28 Industrial Sales Representative - Senior	33
7124.29 Industrial Sales Representative	34
7125.34 Pricing Analyst	35
7133.97 Creative Services Manager	36
7134.39 Graphic Designer	37
7134.43 Editor	39
7112.87 Digital Marketing Director	40
7113.88 Digital Marketing Manager	41
7114.89 Digital Marketing Specialist	42
7114.104 Content Strategist	43
7115.45 Social Media Coordinator	44
4133.45 Website Content Manager	45
7141.46 Vice President, Communications	46
7142.47 Communications Director	47
7143.48 Communications Manager	48
7144.112 Communications Officer - Senior	50
7144.49 Communications Officer - Junior	51
7143.50 Events Manager	53
7145.51 Events Coordinator	54
7143.52 Community Relations Manager	55
7143.86 Indigenous Liaison Manager	56
7144.84 Indigenous Liaison	57
7152.95 Customer Experience Director	58
7153.96 Customer Experience Manager	59
7154.109 Customer Insights Analyst	60
7151.82 Vice President, Customer Service	61
7152.83 Customer Service Director	62
7153.55 Customer Service Manager	63

	<b>Page</b>
7154.56 Customer Service Representative	64
7155.57 Customer Service Clerk	65
7153.58 Technical Service Manager	66
7154.92 Technical Service Specialist	67
7154.59 Technical Service Representative	68
7153.60 Call Centre Manager	69
7153.61 Call Centre Supervisor/Team Lead	70
7155.62 Call Centre Attendant - Senior	71
7155.63 Call Centre Attendant - Junior	72
7163.64 Retail Store Manager	73
7163.65 Assistant Retail Store Manager	74
7165.68 Retail Service Clerk	75
7172.73 Member Services Director	76
7173.74 Member Services Manager	77
7175.75 Member Services Coordinator	78
7172.76 Registrar	79
7172.91 Fundraising Director	80
7173.77 Fundraising Manager	81
7175.78 Fundraising Coordinator	82
7181.79 Vice President, Business Development	83
7182.85 Business Development Director	84
7183.80 Business Development Manager	86
7185.81 Business Development Representative	88
8113.47 Proposal Manager	89
8114.11 Proposal Writer	90
8115.12 Proposal Coordinator	92
<b>Section 4: Survey Participants</b>	<b>93</b>
<b>Section 5: Position Descriptions</b>	<b>97</b>
<b>Section 6: Glossary</b>	<b>107</b>

## SAMPLE POSITION

### Closeness of Match (% Of Inc.)

Close Match	97%
Smaller in Scope	2%
Larger in Scope	2%

### Hours per Week (% Of Inc.)

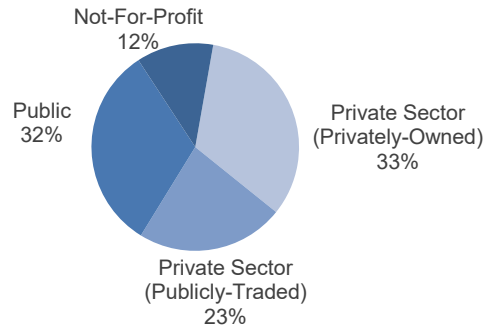
35.0	34%
37.5	29%
40.0	32%
Other	5%

	# of Orgs	# of Incumbents	Company Weighted (\$000's)											Incumbent Weighted (\$000's)							
			Salary Range		Base Salary				Salary Plus Short-Term Incentives					Base Salary				Salary Plus Short-Term Incentives			
			Orgs with Range	Min Avg	Max Avg	Avg	P25	P50	P75	Avg	P25	P50	P75	Avg	P25	P50	P75	Avg	P25	P50	P75
<b>All Organizations</b>	103	234	66	64.0	84.4	78.3	70.0	78.3	86.0	80.1	70.2	79.0	89.3	78.0	69.5	77.2	84.9	79.9	69.9	77.4	86.8
Privately-Owned	26	60	9	65.8	93.7	82.7	75.4	81.3	92.2	86.5	76.2	84.1	97.5	85.1	78.8	84.2	91.4	90.0	80.0	87.3	98.4
Publicly-Traded	5	14	5	65.6	96.2	83.8		85.1		91.1		88.9		85.1	78.6	84.4	91.1	91.4	83.9	88.4	98.2
Public Sector	29	97	20	66.8	81.9	77.5	70.0	73.0	82.1	77.5	70.0	73.0	82.1	74.2	69.0	74.3	78.0	74.2	69.0	74.3	78.0
Not-For-Profit	43	63	32	61.4	81.5	75.5	65.8	73.0	81.6	76.7	66.0	74.8	81.8	75.3	67.3	74.0	80.4	76.6	67.7	74.0	81.8
<\$50M Rev	44	58	26	61.7	80.2	75.0	65.3	72.4	79.9	76.4	65.5	73.1	80.5	76.2	70.2	74.0	80.0	77.5	70.2	74.4	81.3
\$50-\$100M Rev	19	20	13	65.5	83.4	78.3	70.4	78.8	85.5	79.3	70.4	78.8	85.9	77.6	67.1	78.6	84.9	78.6	67.1	78.6	85.5
>\$100M Rev	40	156	27	65.4	88.9	81.9	72.4	82.1	90.0	84.6	72.9	84.1	95.9	78.7	69.4	77.4	85.1	81.0	69.8	77.4	88.1
<100 Employees	37	37	20	59.3	76.2	73.2	65.0	71.1	78.2	74.8	65.2	71.1	79.0	73.2	65.0	71.1	78.2	74.8	65.2	71.1	79.0
100-500 Employees	37	57	24	67.5	86.8	79.7	72.7	79.5	87.8	80.7	73.0	79.7	87.9	79.6	74.0	79.3	86.8	80.6	74.0	79.7	87.9
>500 Employees	29	140	22	64.4	89.2	82.9	73.0	82.6	89.9	86.1	81.0	85.7	98.4	78.6	69.4	77.4	85.0	81.0	69.4	77.4	87.6
Prof. Services	15	46	5	65.8	97.2	87.2	79.7	85.1	93.9	90.7	80.6	86.1	100.5	88.3	80.2	86.8	92.8	91.5	80.8	87.7	98.7
Education	8	52	7	59.6	77.1	69.5	62.4	66.5	73.8	69.6	63.0	66.7	73.8	71.1	66.1	70.7	77.4	71.1	66.1	70.7	77.4
Finance/Ins	3	11	3	54.6	75.3	67.3		67.5		68.5		67.5		67.5	66.2	68.2	68.9	68.5	66.2	68.9	68.9
Assoc./Regulatory	19	31	15	65.2	85.8	80.8	74.0	79.3	85.0	82.6	76.3	80.2	86.0	80.5	74.0	79.3	84.9	82.1	74.0	80.3	86.9
Ag./Forestry	7	18	6	68.4	96.6	81.9		82.6		90.9		88.9		82.4	77.2	82.5	86.9	94.3	86.0	94.6	100.3
<b>British Columbia</b>	65	119	40	66.0	85.8	78.6	70.1	79.3	85.1	80.5	70.5	79.9	87.9	78.8	70.4	78.0	84.9	81.5	70.7	80.3	87.2
Metro Vancouver	44	90	25	65.3	85.3	79.9	70.4	79.4	87.1	81.6	72.2	80.1	89.3	79.2	70.2	78.0	85.0	81.0	70.6	78.8	85.4
Privately-Owned	13	21	2	62.9	89.3	83.3	75.0	83.3	92.3	86.1	75.1	85.0	92.3	86.7	78.0	85.0	92.3	90.3	81.0	85.2	98.2
Publicly-Traded	3	7	2	58.7	88.0	87.5		85.6		97.1		98.4		86.4		84.9		96.5		96.4	
Public Sector	11	35	8	69.8	86.2	81.8	72.8	78.4	88.8	81.8	72.8	78.4	88.8	77.5	71.0	76.5	81.0	77.5	71.0	76.5	81.0
Not-For-Profit	17	27	13	63.9	83.6	74.7	65.0	76.5	80.9	75.4	65.5	76.5	81.3	73.8	66.2	73.0	79.6	74.5	66.2	73.0	81.1
<\$50M Rev	15	20	9	62.7	79.7	76.4	65.0	79.3	81.3	77.3	65.3	79.5	81.8	77.2	69.2	79.3	81.3	78.1	69.3	80.1	82.4
\$50-\$100M Rev	9	9	7	66.9	86.8	76.6	73.0	78.0	78.8	77.5	73.0	78.0	78.8	76.6	73.0	78.0	78.8	77.5	73.0	78.0	78.8
>\$100M Rev	20	61	9	66.7	89.6	83.9	72.9	84.1	92.7	86.7	74.6	85.1	98.7	80.3	70.1	77.5	85.3	82.5	70.8	80.8	87.2
<100 Employees	12	12	6	59.0	73.8	73.6	64.4	69.3	80.5	74.5	64.6	69.3	80.5	73.6	64.4	69.3	80.5	74.5	64.6	69.3	80.5
100-500 Employees	20	28	12	69.7	90.1	80.3	74.5	79.4	87.1	81.5	75.1	79.9	87.1	79.4	74.9	79.1	83.8	80.4	75.1	79.6	84.7
>500 Employees	12	50	7	63.2	86.9	85.4	75.7	85.1	93.8	89.0	79.6	87.1	100.7	80.5	70.3	77.4	85.2	83.0	70.3	81.0	87.1
Prof. Services	6	13	2	62.9	89.3	88.7		86.5		91.3		86.5		91.8	81.1	87.2	94.6	95.3	83.6	87.2	111.6
Education	4	4	3	54.8	71.4	62.5		62.4		62.7		62.8		62.5		62.4		62.7		62.8	
Assoc./Regulatory	8	12	7	68.6	85.5	79.9	77.7	80.1	81.3	81.2	78.2	80.6	81.5	79.7	78.3	79.3	81.3	81.1	78.7	80.9	82.4
Ag./Forestry	4	9	2	58.7	88.0	84.8		85.3		94.2		93.6		84.2	77.5	84.0	92.0	94.0	85.4	94.5	98.8
Vancouver Island	6	7	4	65.7	84.2	76.2		76.5		78.1		76.5		75.1		75.0		77.2		80.0	
Public Sector	4	4	3	66.1	80.1	75.0		76.5		75.1		76.5		75.0		76.5		75.1		76.5	
<\$50M Rev	3	3	2	62.2	85.8	74.2		72.1		77.3		72.1		74.2		72.1		77.3		72.1	
>\$100M Rev	2	3	1			75.0				76.2				73.0		75.0		74.7		80.0	
100-500 Employees	3	3	3	66.0	85.3	78.3		84.3		81.4		84.3		78.3		84.3		81.4		84.3	
>500 Employees	2	3	1			75.0				76.2				73.0		75.0		74.7		80.0	
Education	2	2	2	62.4	78.1	71.9				72.1				71.9				72.1			
Other BC	17	22	11	67.8	87.7	77.9	70.3	79.5	82.6	80.6	70.3	82.1	87.9	78.4	71.4	79.3	83.9	84.8	72.1	85.4	94.2
<b>Alberta</b>	27	41	17	60.6	80.2	77.5	68.9	75.0	89.5	79.4	70.1	77.7	90.9	79.1	70.2	74.0	90.8	81.3	71.6	76.6	95.4
Calgary	11	14	4	63.6	89.1	80.8	70.1	87.6	91.0	82.9	70.1	91.0	95.1	82.5	70.5	87.3	91.9	85.0	70.6	90.4	96.9
Privately-Owned	3	4				92.1		92.1		93.2		92.1		91.0		91.7		92.6		94.3	

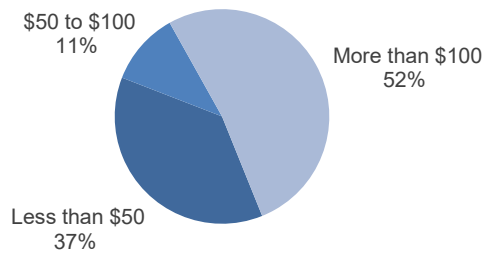
## SECTION 4: SURVEY PARTICIPANTS

A total of 257 organizations provided compensation data for this survey. The participants are broken down below by economic sector, annual revenues, number of employees and type of business.

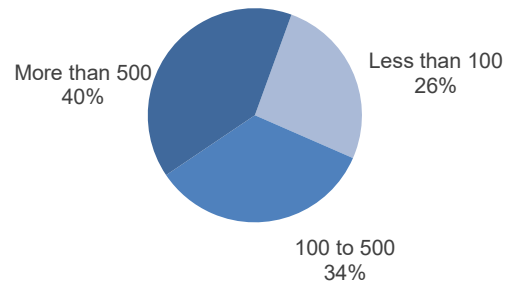
**Sector of Economy**



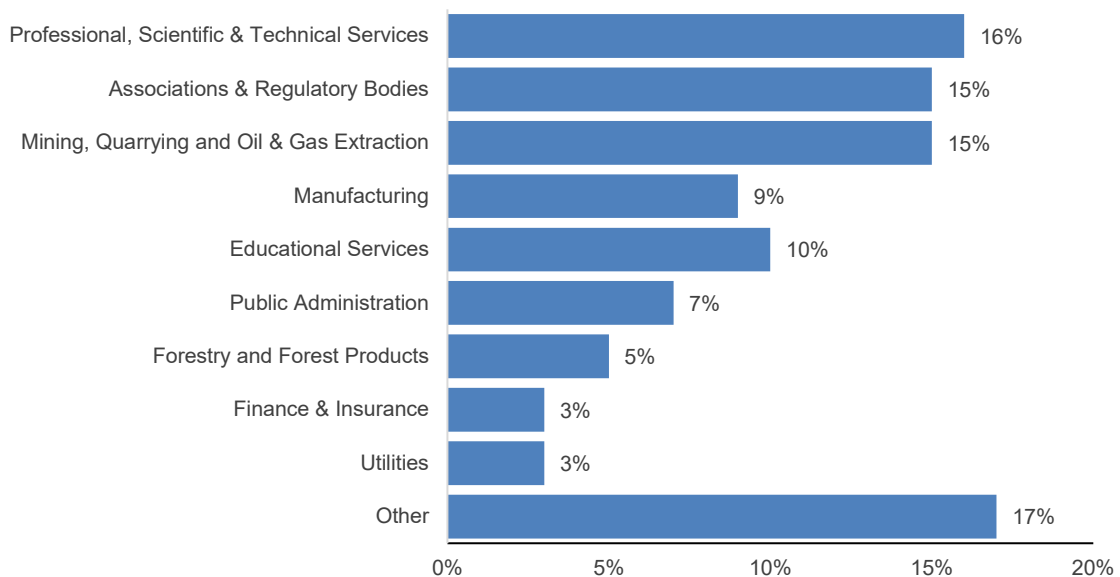
**Annual Revenues (in \$Million)**



**Total Number of Employees**



**Business Classification**



## List of Participants

360 Engineering & Environmental Consulting Ltd. -  
Canada

Aarcomm Systems Inc.  
Acadia University  
Alberta Blue Cross  
Alberta College of Pharmacy  
Alberta College of Social Workers  
Alberta Insurance Council  
Alberta Medical Association  
Alberta Motor Association  
Alberta Newsprint Company  
Alberta Real Estate Association  
Alberta University of the Arts  
Allnorth Consultants Limited  
Al-Terra Group Ltd.  
Ambrose University  
AMGAS Service Inc.  
Apex Distribution Inc.  
ARC Resources Ltd.  
Assiniboine College  
Associated Engineering Group Ltd.  
Association of Consulting Engineering Companies British  
Columbia  
Athabasca University

Bantrel  
BC Assessment Authority  
BC College of Nurses & Midwives  
BC College of Oral Health Professionals  
BC Financial Services Authority  
BC Housing Management Commission  
BC Hydro and Power Authority  
BC Institute of Technology  
BC Lottery Corporation  
BC Public Service Agency  
BC Real Estate Association  
BC Securities Commission  
BC Transit Corporation  
BC Utilities Commission  
BCNET  
Beacon Community Services  
Beverage Container Management Board  
Big Rock Brewery Inc.  
Binnie  
Birchcliff Energy Ltd.  
Bishop's University  
BKL Consultants Ltd.  
Bombardier Inc.  
Bonterra Energy Corp.  
Bow Valley College  
Bravo Target Safety GP Ltd.  
BrettYoung Seeds Limited  
Brock University  
Brown and Caldwell Inc.  
Bylands Nurseries Ltd.

Calfrac Well Services Ltd.  
Calgary Co-operative Association Limited  
Calgary Real Estate Board  
Camosun College  
Canada Goose Holdings Inc.  
Canadian Centre for Professional Legal Education  
Canadian Light Source Inc.

Canadian Media Producers Association  
Canadian National Railway Company  
Canarie  
Canfor Corporation  
Canfor Pulp Products Ltd.  
Canterbury Coffee Corporation  
Canuck Place Children's Hospice  
Cape Breton University  
Capilano University  
Capital Power Corp.  
Cenovus Energy Inc.  
Centennial College  
ChampionX Corporation  
Chartered Professional Accountants of BC  
Chemtrade Logistics Income Fund  
CIMA+  
Citadel Drilling  
City of Abbotsford  
City of Burnaby  
City of Coquitlam  
City of Fort St. John  
City of Langford  
City of Maple Ridge  
City of Mission  
City of New Westminster  
City of Penticton  
City of Prince Rupert  
City of Vancouver  
Clifton Engineering Group Inc.  
Coast Mountain College  
Collège Boréal d'arts appliqués et de technologie  
College of Dental Surgeons of Alberta  
College of New Caledonia  
College of Nurses of Ontario  
College of Physicians & Surgeons of Alberta  
College of Physicians & Surgeons of BC  
College of Registered Nurses of Manitoba  
College of Registered Nurses of Saskatchewan  
College of the Rockies  
Columbia Basin Trust  
Concert Properties Ltd.  
Consumer Protection BC  
Continuing Legal Education Society of BC  
Corix Group of Companies  
Corpro Canada, Inc.  
Covenant House Vancouver  
Crandall University  
Cybera Inc.

Daiya Foods Inc.  
Descartes Systems Group Inc.  
Destination Vancouver  
DIALOG  
Directors Guild of Canada  
Directors Guild of Canada BC Council  
Directors Guild of Canada ON Council  
Directors Guild of Canada, Quebec  
DLH Group  
Domtar Corporation  
Douglas College

Ecora Engineering & Environmental Ltd.  
EggSolutions - Vanderpols Inc.  
Elevate Development Corp.

Emera Incorporated  
Emily Carr University of Art & Design  
ENGCOMP Engineering & Computing Professionals Inc.  
Engineers & Geoscientists British Columbia  
Ensign Energy Services Inc.  
Exchanger Industries Ltd.

Fairleigh Dickinson University  
Fanshawe College  
Federated Co-operatives Limited  
First Nations Fisheries Council of British Columbia  
First Nations Health Authority  
FLINT Corp.  
Forestry Innovation Investment Ltd.  
Fort Edmonton Management Company  
Fortis Inc.  
FPI Fireplace Products International Ltd.  
Franco-Nevada Corp.  
Freehold Royalties Ltd.

Gateway Tubulars Inc.  
Glotman-Simpson Consulting Engineers  
Goodfellow Inc.  
Greater Victoria Harbour Authority  
Groupe BBA Inc.

H.H. Angus & Associates Limited  
Halliburton Company  
Hedgehog Technologies Inc.  
High Liner Foods Incorporated  
HTEC

Interfor Corporation  
ISL Engineering and Land Services Ltd.

JRS Engineering Ltd.

Kerr Wood Leidal Associates Ltd.  
Keyera Corp.  
KGS Group  
Kinetic Construction Ltd.  
Knight Therapeutics Inc.

Land Title and Survey Authority of BC  
Law Society of Alberta  
Law Society of BC  
Layfield Group of Companies  
Levare Canada Ltd.  
Liberty Energy, Inc.  
Lifting Solutions Inc.  
Lonsdale Energy Corporation

McElhanney Consulting Services Ltd.  
MEG Energy Corp.  
Mercer International Inc.  
Metercor  
Millar Western Forest Products Ltd.

Netskrt Systems Inc.  
Northern Savings Credit Union  
NOV Canada ULC  
Novacom Building Partners Ltd.  
NuVista Energy Ltd.

Olympic International Sales Ltd.  
Ontario College of Pharmacists  
Ontario Real Estate Association

Pacesetter Directional Drilling Limited Partnership  
PBX Engineering Ltd.  
Penta Completions Supply & Services Ltd.  
Pet Valu Holdings Ltd.  
Peyto Exploration & Development Corp.  
Pinchin Ltd.  
Pollard Banknote Limited  
PrairieSky Royalty Ltd.  
Precision Drilling Corporation  
Propell (Alberta) Ltd.

Qualico Developments West Ltd.  
Quebecor Inc.

R.V. Anderson Associates Limited  
RAM Consulting Group  
RDH Building Science Inc.  
Richelieu Hardware Ltd.  
RJC Engineers  
Robinson Consultants Inc.  
Rogers Sugar Inc.  
Royal College of Dental Surgeons of Ontario  
RTR Terra Contracting Ltd.

Sandbox Mutual Insurance Company  
Sanjel Energy Services Inc.  
Saskatchewan Blue Cross  
Saskatchewan First Nations Family & Community Institute Inc.  
Saskatchewan Government Insurance  
Sasuchan Development Corporation  
Schlumberger Limited  
Science World BC  
Secure Waste Infrastructure Corp.  
Sherritt International Corporation  
Singleton Urquhart Reynolds Vogel LLP  
Squamish Nation  
Stahl Peterbilt Inc.  
Steelhaus Technologies Inc.  
STEP Energy Services Ltd.  
Straiton Engineering Ltd.  
Stream-Flo Industries Ltd.  
Strike Group Limited Partnership  
Surge Energy Inc.  
SYLVIS Environmental Services Inc.

Technical Safety BC  
TerraLink Horticulture Inc.  
Tetra Tech Canada Inc.  
The AME Consulting Group Ltd.  
The Great Little Box Company Ltd.  
The Mutual Fire Insurance Company of BC  
Thurber Engineering Ltd.  
Tiger Calcium Services Inc.  
Tolko Industries Ltd.  
Toronto Real Estate Board  
Tourmaline Oil Corp.  
Transat A.T. Inc.  
TransLink  
Trican Well Services Ltd.  
Trillium Mutual Insurance Company  
Triton Environmental Consultants Ltd.  
TVA Group Inc.  
TYCROP Manufacturing Ltd.

Union Gospel Mission Foundation  
University Neighbourhoods Association



University of Manitoba  
Urban Systems Ltd.

Vehicles Sales Authority of BC  
Village of Pemberton

Wajax Corporation  
Weatherford Canada Ltd.  
West Fraser Timber Co. Ltd.  
Western Forest Products Inc.  
Western Transportation Advisory Council  
Westmar Advisors Inc.  
Weyerhaeuser Company Limited  
Whitecap Resources Inc.  
Whitewater Management Limited Partnership  
WildBrain Ltd.  
Williams Engineering Canada Inc.  
WSP Canada Inc.

YMCA BC  
YWCA Metro Vancouver



## Need tailored solutions?

For over 40 years, WCBC has helped Canadian employers with all aspects of compensation, including:

- Salaries & Incentives
- Executive & Board of Director Compensation
- Group Insurance, Retirement Benefits & Total Rewards
- Compensation Administration & Management

We work with you to identify your needs and design services tailored to provide the answers and/or tools required to ensure your compensation and benefits programs are both effective and cost-efficient.

Contact us to learn how we can help you achieve your compensation and benefit goals.

**604-683-9155**

**[www.wcbc.ca](http://www.wcbc.ca)**

**[wcbc@wcbc.ca](mailto:wcbc@wcbc.ca)**

**@WCBCConsulting**

**Suite 502**

**595 Howe Street**

**Vancouver, BC**

**V6E 2T5**



# Price List



Subscribe to our updates  
[www.wcbc.ca/subscribe](http://www.wcbc.ca/subscribe)

	Participant Price	Non- Participant Price
Clerical/Administrative Support	\$999	\$2,000
Middle Management & Professional	\$999	\$2,000
Information Technology	\$999	\$2,000
Marketing & Sales	\$999	\$2,000
Engineering & Technical	\$999	\$2,000
Production & Distribution	\$999	\$2,000
Executive Compensation	\$1,249	\$2,500
Consulting Engineers Compensation, Benefits & Employment Practices	\$2,900	\$5,800
Group Insurance & Retirement Benefits	\$524	\$1,050
Compensation Policies & Practices	\$524	\$1,050
CompPlus – WCBC’s online data sorting tool	FREE	\$2,000
Salary Increases	FREE	\$2,000
Board of Directors Compensation	—	\$2,500



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

## Need More Info?

Megan Lizee | 604 683 9155  
[www.wcbc.ca](http://www.wcbc.ca) | [wcbc@wcbc.ca](mailto:wcbc@wcbc.ca)  
[wcbc.ca/published-surveys/](http://wcbc.ca/published-surveys/)