

# Marketing & Sales Survey

## Information Sheet



### 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.

#### Geographic Coverage

British Columbia  
Alberta  
Saskatchewan  
Manitoba  
Ontario

#### Data Collected

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

### 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	Early Bird Price	Participant Price	Non-Participant Price
Corporate & Administrative	\$1,424	\$1,449	\$2,900
Information Technology	\$999	\$1,024	\$2,050
Marketing & Sales	\$999	\$1,024	\$2,050
Engineering & Technical	\$999	\$1,024	\$2,050
Manufacturing & Logistics	\$999	\$1,024	\$2,050
Executive & Senior Management	\$1,574	\$1,599	\$3,200
Consulting Engineers	\$2,899	\$2,999	\$6,000
Group Insurance & Retirement Benefits	\$524	\$549	\$1,100
Compensation Policies & Practices	\$524	\$549	\$1,100
<b>CompPlus – WCBC's online data sorting tool</b>	FREE	FREE	\$2,050
<b>Salary Increases</b>	FREE	FREE	\$2,050
Board of Directors	N/A	N/A	\$2,900

Early Bird Price effective until April 1<sup>st</sup>

Participant Price effective April 1<sup>st</sup>



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### Need More Info?

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[wcbc.ca/published-surveys/](http://wcbc.ca/published-surveys/)



# Positions

## Marketing, Sales & Customer Engagement:

### Marketing & Branding

1. Vice President, Marketing
2. Marketing Director
3. Marketing Manager
4. Marketing Specialist
5. Marketing Coordinator
6. Vice President, Marketing & Sales
7. Marketing & Sales Director
8. Market Research Director
9. Market Research Manager
10. Market Research Analyst
11. Marketing Operations Manager
12. Marketing Analyst
13. Brand Director
14. Brand Manager
15. Assistant Brand Manager
16. Product Marketing Manager (PMM)
17. Channel Marketing Manager
18. Channel Marketing Specialist
19. Advertising Manager
20. Advertising Coordinator

### Digital Marketing & E-Commerce

21. Digital Marketing Director
22. Digital Marketing Manager
23. Digital Marketing Specialist
24. Digital Marketing Analyst
25. Digital Marketing Coordinator
26. E-commerce Manager
27. Social Media Manager
28. Social Media Coordinator
29. Content Strategist
30. Email/CRM Specialist
31. SEO/SEM Specialist

### Sales & Account Management

32. Vice President, Sales
33. Sales Director
34. Regional Sales Manager
35. National Accounts Manager
36. International Accounts Manager
37. Export Sales Manager
38. Sales Manager
39. District Sales Manager
40. Branch Sales Manager
41. Inside Sales Manager
42. Inside Sales Representative
43. Inside Sales Support

### Channel Sales Manager

44. Key Account Manager
45. Revenue Manager
46. Revenue Analyst
47. Account Manager
48. Sales Representative - B2B
49. Sales Data Analyst
50. Sales Coordinator
51. Sales Support/Administrator
52. Sales Assistant

### Retail Sales & Merchandising

54. Retail Operations Director
55. Retail Store Manager
56. Assistant Retail Store Manager
57. Department Manager
58. Store Supervisor/Team Lead
59. Retail Sales Representative - Senior
60. Retail Sales Representative
61. Retail Service Clerk
62. Loss Prevention Manager (Retail Stores)
63. Loss Prevention Agent
64. Merchandise Manager
65. Merchandise Planner
66. Pricing Analyst
67. Product Costing Coordinator
68. Inventory Control Analyst

### Customer Experience & Support

69. Vice President, Customer Experience
70. Customer Experience Director
71. Customer Experience Manager
72. Customer Success Manager
73. Customer Insights Analyst
74. Customer Experience Analyst
75. Vice President, Customer Service
76. Customer Service Director
77. Customer Service Manager
78. Customer Service Lead
79. Customer Service Representative - Senior
80. Customer Service Representative
81. Order Clerk
82. Billing & Shipping Clerk
83. Technical Service Manager
84. Technical Service Specialist
85. Technical Service Representative
86. Call Centre Manager
87. Call Centre Supervisor/Team Lead
88. Customer Support Representative - Senior
89. Call Centre Attendant



### **Creative & Design Services**

- 90. Creative Director
- 91. Creative Services Manager
- 92. Art Manager
- 93. Graphic Designer - Senior
- 94. Graphic Designer - Intermediate
- 95. Graphic Design - Junior
- 96. Production Artist
- 97. Editor
- 98. Copywriter - Senior
- 99. Copywriter
- 100. Print Production Manager
- 101. Visual Merchandise Manager
- 102. Visual Merchandiser

### **Communications, Public Relations & Events**

- 103. Vice President, Communications
- 104. Communications Director
- 105. Communications Manager
- 106. Public Relations Manager
- 107. Media Relations Specialist
- 108. Internal Communications Specialist
- 109. Communications Specialist - Senior
- 110. Communications Specialist
- 111. Events Manager
- 112. Events Coordinator
- 113. Events Assistant
- 114. Community Relations Manager
- 115. Community Relations Coordinator
- 116. Indigenous Liaison Manager
- 117. Indigenous Relations Advisor
- 118. Indigenous Liaison
- 119. Investor Relations Director
- 120. Investor Relations Manager
- 121. Investor Relations Advisor

### **Membership & Fundraising**

#### **(Association/Charities)**

- 122. Vice President, Membership & Member Services
- 123. Member Services Director
- 124. Member Services Manager
- 125. Member Services Coordinator
- 126. Membership Representative
- 127. Registrar
- 128. Registration Coordinator
- 129. Vice President, Development & Fundraising
- 130. Fundraising Director
- 131. Fundraising Manager
- 132. Development Officer (Major Gifts/Planned Giving)
- 133. Fundraising Coordinator
- 134. Donor Relations Coordinator

### **Business Development & Partnerships**

- 135. Vice President, Business Development
- 136. Business Development Director
- 137. Business Development Manager
- 138. Business Development Specialist
- 139. Business Development Representative
- 140. Vice President, Strategic Partnerships
- 141. Strategic Partnerships Director
- 142. Strategic Partnerships Manager
- 143. Strategic Partnerships Coordinator
- 144. Business Development & Partnerships Manager