

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. 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

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

Vice President, Marketing

Marketing Director

Marketing Manager

Marketing Coordinator

Vice President, Marketing & Sales

Marketing & Sales Director

Market Research Manager

Market Researcher

Product Manager

Channel Marketing Manager

Channel Marketing Specialist

Vice President, Sales

Sales Director

Sales Manager

Sales Assistant

International Accounts Manager

National Accounts Manager

Regional Sales Manager

District Sales Manager

Branch Sales Manager

Export Sales Manager

Inside Sales Manager

Inside Sales Representative

Inside Sales Support

Wholesale Sales Representative - Senior

Wholesale Sales Representative

Commercial Sales Representative - Senior

Commercial Sales Representative

Industrial Sales Representative - Senior

Industrial Sales Representative

Telemarketing Supervisor

Telemarketer

Merchandise Manager

Merchandise Planner

Product Costing Coordinator

Pricing Analyst

Advertising Manager

Advertising Coordinator

Graphic Designer

Desktop Publisher

Editor

Art Manager

Visual Merchandise Manager

Visual Merchandiser

Print Production Manager

Digital Marketing Director

Digital Marketing Manager

Digital Marketing Specialist

Social Media Coordinator

Website Content Manager

Vice President, Communications

Communications Director

Communications Manager

Communications Officer

Events Manager

Events Coordinator

Community Relations Manager

Indigenous Liaison Manager

Indigenous Liaison

Investor Relations Manager

Investor Relations Advisor

Vice President, Customer Service

Customer Service Director

Customer Service Manager

Customer Service Representative

Customer Service Clerk

Technical Service Manager

Technical Service Representative

Call Centre Manager

Call Centre Supervisor

Call Centre Attendant - Senior

Call Centre Attendant - Junior

Retail Store Manager

Assistant Retail Store Manager

Retail Sales Representative - Senior

Retail Sales Representative

Retail Service Clerk

Department Manager

Loss Prevention Manager (Retail Stores)

Loss Prevention Agent

Member Services Director

Member Services Manager

Member Services Coordinator

Registrar

Fundraising Manager

Fundraising Coordinator

Vice President, Business Development

Business Development Director

Business Development Manager

Business Development Representative

Proposal Writer

Proposal Coordinator

Bolded positions are contained in the 2020 survey



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

Need More Info?

Krista Friesen | 604 683 9155
www.wcbc.ca | wcbc@wcbc.ca

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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

| | Participant Price | Non-Participant Price |
|--|-------------------|-----------------------|
| CompEssentials | | |
| Clerical/Administrative Support | \$849 | \$1,700 |
| Middle Management & Professional | \$849 | \$1,700 |
| Information Technology | \$849 | \$1,700 |
|  Marketing & Sales | \$849 | \$1,700 |
| Engineering & Technical | \$849 | \$1,700 |
| Production & Distribution | \$849 | \$1,700 |
| Executive Compensation | \$999 | \$2,000 |
| Consulting Engineers Compensation, Benefits & Employment Practices | \$2,499 | \$5,000 |
| Group Insurance & Retirement Benefits | \$449 | \$900 |
| Compensation Policies & Practices | \$449 | \$900 |
| CompPlus – WCBC's online data sorting tool | FREE | \$1,700 |
| Salary Increases | FREE | \$1,700 |
| Board of Directors Compensation | — | \$2,000 |



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