

# 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)

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

Bolded positions are contained in the 2021 survey



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)

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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
<b>CompEssentials</b>		
Clerical/Administrative Support	\$949	\$1,900
Middle Management & Professional	\$949	\$1,900
Information Technology	\$949	\$1,900
 <b>Marketing &amp; Sales</b>	<b>\$949</b>	<b>\$1,900</b>
Engineering & Technical	\$949	\$1,900
Production & Distribution	\$949	\$1,900
Executive Compensation	\$1,149	\$2,300
Consulting Engineers Compensation, Benefits & Employment	\$2,749	\$5,500
Group Insurance & Retirement Benefits	\$499	\$1,000
Compensation Policies & Practices	\$499	\$1,000
<b>CompPlus – WCBC's online data sorting tool</b>	<b>FREE</b>	<b>\$1,900</b>
<b>Salary Increases</b>	<b>FREE</b>	<b>\$1,900</b>
Board of Directors Compensation	—	\$2,300



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