

# 2013 National Salary Survey

## Combined Report

- Advertising & Promotion Agency Report
- Digital Advertising & Marketing
- Marketers, Clients & CPG Report
- Marketing Research Report
- Media Companies, Publishers & Broadcasters
- Public Affairs & Public Relations

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Co-Sponsored By:



# Acknowledgements

The 2013 National Salary Survey report was prepared by Georgian College Research Analyst Post-Graduate students: Rohem Adagbon and Melissa Gu, with the sponsorship of DERHAK IRELAND Executive Search and participation from the following professional associations:

- Association of Canadian Advertisers (ACA),
- Canadian Marketing Association (CMA),
- Canadian Public Relations Society (CPRS),
- Interactive Advertising Bureau of Canada (IAB), and
- Public Affairs Association of Canada (PAAC).

Special thanks go to the following people for their contribution to survey development, quality control and compilation of the salary tables: Jeff Cole (Research Analyst Post-Graduate Program Coordinator, Georgian College), Jacquelyn Salnek (Research Analyst Program Professor, Georgian College), Wayne Percy (Sr. Partner, DERHAK IRELAND Executive Search) and Jonathan Pientka (HR Intern – Humber College).

**Notes about this Report:** We have attempted to include as many positions as possible and sources of data as possible including the CPG Survey, Digital and Traditional Ad Agency reports etc. In a few cases we received less than 4 responses including Junior to Senior resulting in extremely broad salary ranges.

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## Confidentiality

The 2013 survey is developed and managed by Georgian Post-Graduate Research Analyst program students: Rohem Adagbon and Melissa Gu, who analyzed and produced the final report under the guidance of Professors Jeff Cole and Jacquelyn Salnek as part of a Major Research project. Results were kept completely confidential to only Melissa and Rohem.

Our sponsor, DERHAK IRELAND; Canada’s ONLY Privacy Certified Search or Recruiting firm, did not have access to any of the raw data.

**We thank all of the participants in this year’s survey.**

# Introduction

Welcome to the 2013 DERHAK / Georgian National Salary Survey project. The objective of this project is to produce a national-level report with reliable and most up-to-date information on salary band and company-wide benefits of marketing services related job positions across six main sectors in the marketing industry which includes:

- Traditional Advertising Agencies
- Digital and Online Agencies,
- Media Companies: Publishers & Broadcasters
- Client Advertisers and Marketers,
- Market Research,
- Public Relations and Public Affairs.

As the employment market is dynamic and is continuously changing, companies need to develop a competitive employment and compensation strategy. This project provides valuable salary information and is offered as a hiring and compensation planning guide for Human Resources (HR) Managers and Executives across Canada.

For additional information or for copies of previous salary surveys, visit: [www.Derhak.com](http://www.Derhak.com) > Salary Surveys

# Methodology & Sampling

The 2013 project was administered through an online survey hosted on FluidSurveys Platform. The survey was deployed on April 30<sup>th</sup>, 2013 and was extended to a final closure date of July 10<sup>th</sup>, 2013. Multiple email invites were sent to over 600 companies through the co-sponsor organizations and Derhak Ireland contacts. The invitation lists included contact information of Human Resources representatives and Executives located countrywide; for a combined total of approximately 600 companies / employers and 4500 individual contacts.

Following initial survey deployment for all surveys, three sets of email reminders were sent the weeks of May 19 & 26, June 9<sup>th</sup> & 16 and July 9<sup>th</sup> & 10<sup>th</sup>. Word document versions of individual salary surveys were sent to partial and incomplete responses along with email reminders. Finally, telephone follow-up and validation was conducted for the salary survey on July 8<sup>th</sup> and 18<sup>th</sup>. The total of 136 'complete' responses for the Salary Survey resulted in a 95% confidence level with a  $\pm 8$  margin of error for the salary survey. Overall, the team successfully elicited 554 responses for the Hiring Trends survey with a completion rate of approximately 20% of the total contacts.

# Definition of Terms

For the purposes of this survey, the following industry sector and salary definitions have been provided.

## Industry Sector Definitions

<b>Advertising Agency (Traditional)</b>	This sector refers to agencies that provide advertising services on behalf of a client organization. This also includes: media-buying, ad, promotional and event agencies.
<b>Digital Advertising Agency</b>	Also called online advertising, refers to agencies that strictly provide online advertising services on behalf of a client organization. Typically includes digital media-buying departments.
<b>Marketers, Clients &amp; CPG</b>	This sector pertains to any company that uses agencies to advertise or market their products. This includes: CPG, Banking/Financial, Retail, Telco, Automotive and Pharma.
<b>Market Research</b>	Refers to agencies that provide market research services to a Client organization. This also includes data collection and data analysis agencies.
<b>Media Companies: Publishers &amp; Broadcasters</b>	Refers to media companies such as publishers and broadcasting companies.
<b>Public Relations &amp; Public Affairs Agencies</b>	Refers to agencies that provide public communications and affairs services. This includes government relations and communications agencies.

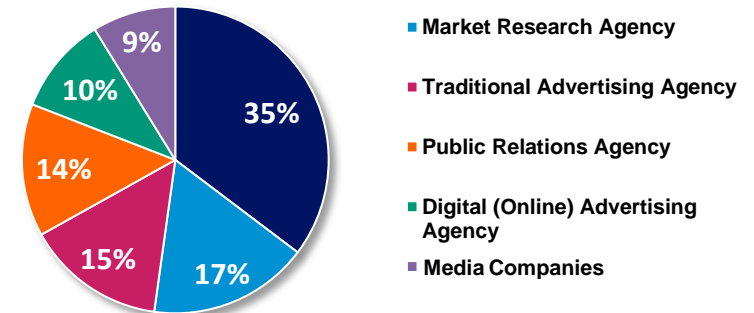
<b>Salary</b>	Refers to the total compensation salary for the position. It includes base pay, bonus/commission
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# Salary Survey Findings

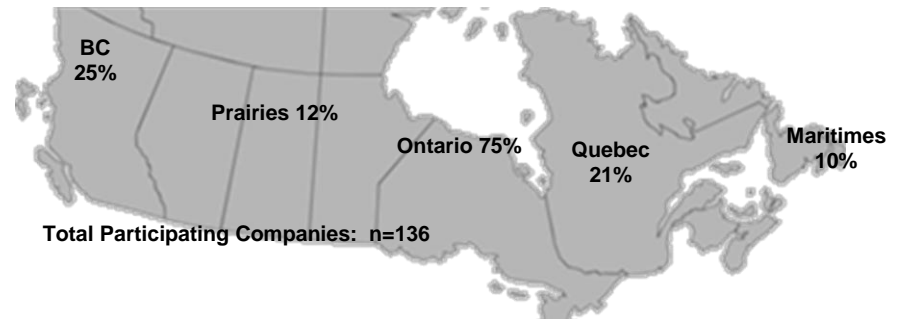
## Participant Company Overview by Industry Sectors

By Sector: a third of the 136 companies that responded and participated in the study were Client Marketers (35% or 48 companies) progressing through to Digital only Advertising Agencies (10% or 14 agencies) and then Media Companies at 9% were the least represented sectors.

Proportion of Participants by Sector



**By Location:** The response rate to the survey invitations was much higher in Ontario (75% - home of most of the national head offices) than in other regions; with the Prairies (12%) and Maritimes (10%) having the least number of participants.



**By Company Size:** The survey included participating companies of all sizes, which have been grouped by the number of employees, according to Canadian Industry Statistics employee size classifications. Close to half (47%) of participants are from small companies with 5-99 employees. Medium and Large employers represent 37% of the participants but a much higher percent of the employee population.

See details of company size distribution below.

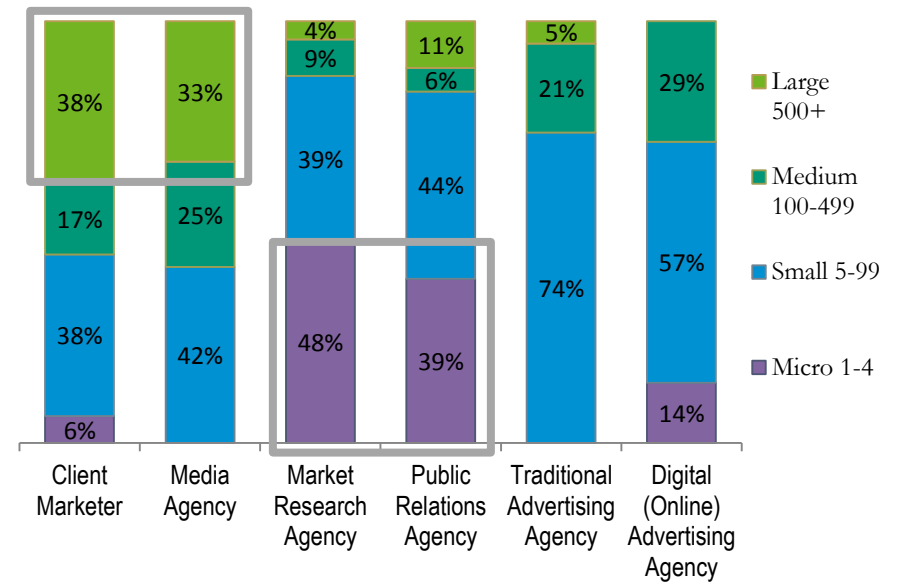
### Company Size Distribution

Company size	% of Total Participant Companies	# of Companies
<b>Micro: 1-4 employees</b>	17%	23
<b>Small: 5-99 employees</b>	47%	62
<b>Medium: 100-499 employees</b>	17%	22
<b>Large: 500+ employees</b>	20%	26
<b>Total</b>	100%	133**

\*\* Total Participation n=136 – 3 un-classified

Notably, company size distribution differed within each sector (See chart below). The majority of the large companies (more than 500 employees) were from the Client Marketer and Media Companies; while micro (1-4 employees) company participants have highest presence in the Market Research and PR / PR sectors. The data findings are weighted to companies in the marketing industry with sizes similar to those listed above.

### Company Size Distribution within Sectors



# Advertising Agency Salary Tables

(Including Traditional Full Service, Promotional Agencies; excluding Digital & New Media only Agencies)

Salary tables are organized by the 6 identified sectors. For each table, Minimum, Maximum, Average and Median salary information is displayed in each column and positions are displayed in rows. Positions are organized by function and sub-functions, and sorted in ascending order by median salary. Positions with low samples are represented with an asterisk (\*)

POSITIONS BY FUNCTION	MINIMUM	MAXIMUM	AVERAGE	MEDIAN
<b>Corporate Management</b>				
Partner*	\$100,000	\$175,000	\$131,667	\$120,000
Executive Vice President	\$65,000	\$250,000	\$155,796	\$150,000
CFO	\$80,000	\$308,200	\$168,600	\$155,000
COO	\$100,000	\$225,000	\$165,000	\$162,500
Managing Partner	\$100,000	\$280,000	\$187,000	\$180,000
President/Owner/CEO	\$130,000	\$550,000	\$326,841	\$300,000
<b>Corporate Functions</b>				
Services & Support Manager	\$32,000	\$92,800	\$47,543	\$38,000
PC Support Specialist	\$22,000	\$75,000	\$48,965	\$50,000
Systems Administrator	\$37,500	\$73,500	\$54,846	\$55,000
Network Administration Manager	\$45,000	\$94,000	\$69,367	\$69,200
Vice President, Technology Strategy	\$90,000	\$115,000	\$101,000	\$100,000
Public Relations Manager/Consultant *	\$36,000	\$75,000	\$51,333	\$43,000
Public Relations/Communication Director *	\$60,000	\$104,500	\$85,833	\$93,000
* LOW SAMPLE SIZE				

Corporate Functions Cont'd	MINIMUM	MAXIMUM	AVERAGE	MEDIAN
Administrative Assistant	\$30,000	\$52,000	\$38,074	\$35,000
Receptionist	\$30,000	\$60,000	\$42,208	\$40,150
Office Manager	\$35,000	\$75,000	\$58,206	\$60,000
Marketing Coordinator	\$32,000	\$40,000	\$36,313	\$36,250
Director of Marketing	\$75,000	\$100,000	\$87,500	\$87,500
Vice President, Marketing/Business Development	\$150,000	\$260,000	\$202,000	\$200,000
Accounts Payable / Receivable Coordinator	\$30,000	\$51,500	\$40,650	\$40,000
Accountant	\$36,000	\$72,620	\$49,586	\$48,000
Controller	\$60,000	\$120,000	\$88,429	\$86,000
Vice President of Finance	\$117,500	\$140,000	\$128,188	\$127,500
Recruiter	\$32,000	\$82,250	\$50,153	\$46,795
Administrator/Executive Assistant *	\$48,650	\$72,000	\$59,217	\$57,000
Human Resources Manager	\$45,000	\$100,000	\$64,100	\$60,000
Training and Recruitment Coordinator	\$50,000	\$82,250	\$68,375	\$70,000
Human Resources Director/Assistant VP	\$65,000	\$119,500	\$87,813	\$85,000
Vice President of Human Resources *	\$181,000	\$209,842	\$195,421	\$195,421

**NOTE:** Due to the 20% completion rate (only 1 in every 5 job positions answered on average by survey respondents), some surveyed positions are omitted from these tables as un-reportable; some other positions such as (junior and senior levels of a given function) have been merged where necessary to permit reporting, resulting in some unusually wide salary ranges shown. Please consider the average or median results.

Account Management	MINIMUM	MAXIMUM	AVERAGE	MEDIAN
Account Coordinator	\$32,000	\$48,000	\$37,750	\$36,750
Account Manager/Supervisor	\$30,000	\$86,800	\$55,225	\$54,000
Account Director	\$100,000	\$120,000	\$89,226	\$90,000
Group Account Director	\$100,000	\$156,600	\$120,145	\$115,000
Client Service Director/VP	\$87,300	\$216,000	\$142,222	\$142,000
Senior Vice President of Client Service	\$105,000	\$295,000	\$175,741	\$165,000
Project Management	MINIMUM	MAXIMUM	AVERAGE	MEDIAN
Project Assistant *	\$35,000	\$37,500	\$36,250	\$36,250
Project Manager	\$42,000	\$91,000	\$59,265	\$50,000
Senior Project Manager	\$45,000	\$110,000	\$65,229	\$53,600
Project Director	\$55,000	\$80,000	\$68,000	\$70,000
Production Assistant	\$32,000	\$40,000	\$36,700	\$37,500
Senior Production Manager	\$43,000	\$78,000	\$54,167	\$50,500
Production Manager	\$40,000	\$88,000	\$59,933	\$57,550
Production Director	\$50,000	\$88,700	\$67,283	\$67,500
Strategy				
Account Planner/Integrated Program Manager/Director	\$50,000	\$75,000	\$59,961	\$59,460
Strategic Planner	\$41,000	\$125,000	\$78,000	\$75,000
Research/Insights Manager	\$45,000	\$105,000	\$77,143	\$80,000
Director of Strategy	\$95,000	\$185,000	\$129,200	\$120,000
Vice President, Strategy/Insight	\$125,000	\$175,000	\$150,500	\$150,000

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Media	MINIMUM	MAXIMUM	AVERAGE	MEDIAN
Media/Broadcast Assistant *	\$30,000	\$40,000	\$35,000	\$35,000
Media Coordinator	\$34,000	\$40,400	\$37,940	\$40,000
Media Strategist *	\$36,000	\$80,000	\$58,000	\$58,000
Digital Planner/Strategist	\$36,000	\$112,700	\$71,140	\$72,000
Media Planning Supervisor/Manager *	\$73,000	\$115,000	\$92,000	\$88,000
Media/Planning Buyer Director	\$65,000	\$90,000	\$77,500	\$77,500
Vice President of Media/Media Director *	\$135,000	\$149,500	\$142,250	\$142,250
Creative	MINIMUM	MAXIMUM	AVERAGE	MEDIAN
Copy Writer	\$28,000	\$114,000	\$67,016	\$65,300
Art Director	\$40,000	\$105,000	\$74,586	\$72,000
Designer	\$28,000	\$80,000	\$52,949	\$54,000
Senior Designer	\$46,000	\$145,000	\$78,500	\$70,000
Web Producer	\$45,000	\$110,000	\$76,000	\$80,000
Creative Producer	\$36,000	\$95,000	\$58,250	\$51,000
Creative Director/VP	\$50,000	\$216,000	\$132,312	\$125,000
* LOW SAMPLE SIZE				

# Digital Advertising Agency Salary Tables

Salary tables are organized by the 6 identified sectors. For each table, Minimum, Maximum, Average and Median salary information is displayed in each column and positions are displayed in rows. Positions are organized by function and sub-functions, and sorted in ascending order by median salary. Positions with low samples are represented with an asterisk (\*)

POSITIONS BY FUNCTION	MINIMUM	MAXIMUM	AVERAGE	MEDIAN
<b>Corporate Management</b>				
President/Owner/CEO	\$175,000	\$500,000	\$373,600	\$410,500
<b>Corporate Functions</b>				
IT Manager/Systems Administrator	\$65,000	\$120,000	\$91,703	\$92,000
Vice President, Technology	\$100,000	\$270,000	\$182,000	\$180,000
Administrative Assistant *	\$33,000	\$37,492	\$35,246	\$35,246
Marketing Coordinator *	\$35,000	\$60,000	\$45,000	\$40,000
Vice President, Marketing	\$120,000	\$333,334	\$212,056	\$184,500
Accounts Payable / Receivable Coordinator	\$39,400	\$58,191	\$45,023	\$41,250
Accountant/Financial Manager	\$61,500	\$120,000	\$80,375	\$70,000
Controller/VP of Finance/CFO	\$85,000	\$180,000	\$131,550	\$122,750
Training and Recruitment	\$40,000	\$120,000	\$69,772	\$60,000
Human Resources Manager	\$55,000	\$100,000	\$72,678	\$68,500
Human Resources Director/VP	\$90,000	\$198,147	\$137,787	\$131,500

\* Low Sample Size

<b>Account Management</b>				
Account Coordinator	\$35,000	\$55,000	\$42,167	\$40,000
Integrated Program Manager/Planner	\$51,000	\$70,000	\$63,333	\$65,000
Account Manager/Supervisor	\$56,000	\$100,000	\$66,249	\$63,000
Account/Client Service Director	\$80,000	\$183,712	\$128,329	\$135,000
Senior Vice President of Client Service *	\$175,000	\$295,000	\$235,000	\$235,000
<b>Project Management</b>				
Project Assistant	\$45,000	\$68,792	\$55,662	\$54,428
Project Manager	\$60,000	\$119,153	\$79,577	\$80,000
Senior Project Manager	\$80,000	\$129,570	\$107,209	\$110,000
Project Director	\$120,000	\$197,843	\$156,961	\$155,000
Production Manager	\$70,000	\$90,000	\$79,667	\$79,000
Production Director *	\$110,000	\$130,000	\$120,000	\$120,000
<b>Strategy</b>				
Business Analyst	\$85,000	\$101,847	\$93,057	\$94,935
Strategic Planner	\$50,000	\$110,000	\$70,607	\$65,000
Research/Insights Manager	\$50,000	\$161,000	\$99,200	\$105,000
Director of Strategy	\$120,000	\$240,000	\$168,640	\$150,000
Vice President, Strategy/Insight *	\$185,000	\$292,500	\$225,833	\$200,000
<b>Media</b>				
Digital Media Specialist	\$38,000	\$85,000	\$58,250	\$55,000
Sr. Social Media Strategist	\$58,000	\$106,000	\$73,714	\$71,000
Director, Digital Media	\$90,000	\$140,000	\$113,750	\$112,500

*NOTE: Due to the 20% completion rate (only 1 in every 5 job positions answered on average by survey respondents), some surveyed positions are omitted from these tables as un-reportable; some other positions such as (junior and senior levels of a given function) have been merged where necessary to permit reporting, resulting in some unusually wide salary ranges shown. Please consider the average or median results.*



Paid Search Marketing & Search Engine Optimization	MINIMUM	MAXIMUM	AVERAGE	MEDIAN
SEM/SEO Specialist	\$34,400	\$60,000	\$49,888	\$50,000
Campaign Manager	\$39,000	\$58,000	*	*
SEO Optimization Strategist	\$44,000	\$57,000	\$50,078	*
SEO/SEM Account Strategist	\$45,000	\$80,000	\$67,500	\$72,500
Director, Search *	\$77,500	\$120,000	\$98,750	\$98,750
Vice President, Search	\$100,000	\$200,000	\$150,000	\$150,000
Web Analytics				
Reporting Analyst	\$40,000	\$75,000	\$53,428	\$49,356
Web Analyst	\$40,000	\$77,464	\$61,866	\$65,000
Senior Web Analyst	\$57,750	\$100,000	\$82,350	\$84,000
Director, Web Analytics *	\$120,000	\$140,000	\$130,000	\$130,000
Creative				
Designer	\$40,000	\$70,000	\$50,393	\$45,000
Senior Designer	\$55,000	\$100,000	\$77,856	\$78,212
Web Producer *	\$65,000	\$95,000	\$81,667	\$85,000
UX Designer	\$50,000	\$120,000	\$91,250	\$97,500
Jr. Copy Writer	\$35,000	\$51,000	*	*
Copy Writer	\$40,000	\$125,000	\$71,376	\$67,500
Online Editor	\$51,000	\$83,000	\$65,745	*
Art Director	\$60,000	\$125,000	\$93,738	\$101,771
Creative Director	\$95,000	\$222,747	\$154,655	\$150,000
VP, Creative *	\$120,000	\$220,000	\$180,000	\$200,000
Branded Content				
Community Manager	\$24,000	\$75,000	\$48,800	\$40,000
Content Producer Jr to Sr	\$37,000	\$200,000	\$96,167	\$85,000
Content Manager	\$47,000	\$66,000	\$55,974	*

Ad Operations				
Ad Operations Specialist *	\$38,000	\$75,000	\$56,500	\$56,500
Director, Ad Operations *	\$107,069	\$110,000	\$108,535	\$108,535
Development & Technology				
Database Administrator *	\$50,000	\$87,000	\$68,500	\$68,500
Flash Developer	\$55,000	\$75,000	\$69,000	\$75,000
Application Developer	\$58,000	\$117,500	\$84,437	\$86,341
Database Developer/Manager	\$75,000	\$120,000	\$97,366	\$90,000
Technical/Information Architect	\$60,000	\$130,000	\$83,588	\$85,000
Systems Integrators	\$77,500	\$110,000	\$91,125	\$88,500
Systems Architect	\$92,000	\$144,995	\$123,951	\$129,405
Web Designer *	\$60,000	\$94,500	\$79,833	\$85,000
Web/Interface Developer	\$57,500	\$150,382	\$88,074	\$84,818
Quality Assurance Analyst	\$57,750	\$89,881	\$75,346	\$83,750
Business Analyst	\$93,726	\$102,500	\$98,394	\$98,675
Director of Technology	\$120,000	\$192,247	\$139,312	\$122,500

\* Low Sample Size

*NOTE: Due to the 20% completion rate (only 1 in every 5 job positions answered on average by survey respondents), some surveyed positions are omitted from these tables as un-reportable; some other positions such as (junior and senior levels of a given function) have been merged where necessary to permit reporting, resulting in some unusually wide salary ranges shown. Please consider the average or median results.*

# Client Marketer Salary Tables

Salary tables are organized by the 6 identified sectors. For each table, Minimum, Maximum, Average and Median salary information is displayed in each column and positions are displayed in rows. Positions are organized by function and sub-functions, and sorted in ascending order by median salary. Positions with low samples are represented with an asterisk (\*)

POSITIONS BY FUNCTION	MINIMUM	MAXIMUM	AVERAGE	MEDIAN
<b>Corporate Management</b>				
CFO/Senior VP of Finance and Administration	\$96,000	\$822,874	\$253,021	\$160,000
Senior Vice-President Sourcing and Supply Chain	\$84,000	\$673,399	\$296,880	\$234,000
Senior Vice-President Sales and Marketing	\$96,000	\$803,546	\$264,770	\$235,000
CEO	\$144,000	\$2,611,591	\$714,318	\$246,000
President	\$125,000	\$1,025,900	\$321,856	\$250,000
Partner/Managing Partner	\$120,000	\$500,000	\$258,000	\$250,000
COO	\$130,000	\$982,792	\$507,723	\$459,050
<b>Corporate Functions</b>				
Services & Support Staff	\$25,000	\$56,000	\$40,867	\$40,000
PC Support Specialist	\$39,500	\$105,000	\$61,788	\$55,250
Services & Support Manager	\$45,000	\$110,000	\$68,750	\$60,000
Network Manager	\$60,000	\$99,300	\$75,717	\$67,500
System Administrator	\$42,000	\$94,100	\$71,692	\$72,600
IT Manager	\$55,000	\$169,500	\$106,947	\$101,000
Vice President, Technology Strategy	\$67,078	\$396,000	\$199,163	\$190,250

Corporate Functions Cont'd	MINIMUM	MAXIMUM	AVERAGE	MEDIAN
Bilingual Customer Care Representative	\$32,500	\$50,500	\$42,850	\$43,100
Customer Care Representative	\$29,000	\$60,000	\$45,694	\$47,500
Customer Care Administrator	\$25,000	\$55,000	\$43,857	\$45,000
Public Relations Consultant	\$96,800	\$136,100	\$115,300	\$114,150
Receptionist	\$25,000	\$62,149	\$40,922	\$40,000
Office Manager	\$30,000	\$84,100	\$58,871	\$57,000
Marketing Coordinator	\$30,000	\$76,800	\$50,445	\$49,250
Assistant Brand/Product Manager	\$40,000	\$75,000	\$59,200	\$61,000
Brand/Product Manager	\$52,000	\$127,000	\$79,548	\$74,000
Mkt. Project Manager	\$42,800	\$130,000	\$80,344	\$77,500
Advertising Manager	\$48,400	\$171,000	\$84,012	\$77,500
Senior Brand/Product Manager	\$65,000	\$159,200	\$99,369	\$95,500
Director of Marketing/Advertising	\$64,000	\$290,000	\$127,561	\$113,600
Assistant Vice President of Marketing/Advertising	\$95,000	\$160,000	\$113,857	\$110,000
Vice President of Marketing/Advertising	\$110,000	\$403,600	\$183,010	\$150,000

*NOTE: Due to the 20% completion rate (only 1 in every 5 job positions answered on average by survey respondents), some surveyed positions are omitted from these tables as un-reportable; some other positions such as (junior and senior levels of a given function) have been merged where necessary to permit reporting, resulting in some unusually wide salary ranges shown. Please consider the average or median results.*

Corporate Functions Cont'd	MINIMUM	MAXIMUM	AVERAGE	MEDIAN
Graphic Designer	\$49,000	\$85,000	\$65,423	\$62,400
Design Manager	\$50,000	\$99,800	\$77,833	\$76,000
Web Master/SEO/On-Line Manager	\$60,000	\$99,000	\$79,820	\$78,000
Research Analyst	\$45,000	\$62,000	\$54,451	\$55,000
Marketing Research Manager	\$65,000	\$156,868	\$88,678	\$85,000
Consumer Insights /Research Director	\$81,000	\$160,000	\$98,625	\$91,875
Loyalty Program Manager	\$48,000	\$119,000	\$74,171	\$72,000
Accounts Payable/Receivable Coordinator	\$35,000	\$96,000	\$51,988	\$48,000
Accountant	\$46,000	\$99,100	\$67,917	\$64,900
Financial Officer	\$64,000	\$188,000	\$113,725	\$104,000
Controller	\$82,000	\$125,000	\$103,092	\$106,100
Vice President of Finance	\$130,000	\$711,100	\$281,850	\$197,500
Administrator/ Executive Assistant	\$33,200	\$65,000	\$53,089	\$57,000
Recruiter	\$42,000	\$107,000	\$68,100	\$67,700
Human Resources Manager	\$65,500	\$101,300	\$88,320	\$95,700
Human Resources Director	\$62,000	\$162,000	\$138,417	\$155,150
Senior Director of Human Resources	\$87,000	\$239,600	\$153,960	\$133,700
Assistant Vice President of Human Resources	\$161,000	\$200,000	\$180,800	\$181,100
Vice President of Human Resources *	\$240,000	\$277,000	\$258,500	\$258,500

Sales and Account Management	MINIMUM	MAXIMUM	AVERAGE	MEDIAN
Sales Coordinator	\$42,000	\$80,000	\$50,875	\$47,000
Merchandiser *	\$54,800	\$68,000	\$59,267	\$55,000
Merchandiser Supervisor *	\$71,600	\$147,130	\$96,910	\$72,000
Co-Op and Promotion Coordinator/Manager *	\$50,000	\$84,100	\$71,367	\$80,000
Account/Territory Manager	\$43,000	\$150,000	\$78,973	\$66,000
Regional Sales Manager	\$75,000	\$115,000	\$91,786	\$93,500
CRM Manager	\$98,600	\$143,100	\$112,550	\$104,250
National Sales Manager	\$75,000	\$180,000	\$116,111	\$115,000
National/Key Account Manager	\$50,000	\$150,000	\$117,275	\$134,550
Channel Manager	\$65,000	\$93,500	\$76,875	\$74,700
Director of Channel Sales	\$60,000	\$132,000	\$97,100	\$97,400
Category Manager/Director	\$60,000	\$275,900	\$133,450	\$98,950
Regional Vice President of Sales	\$120,000	\$200,000	\$151,714	\$152,000
Vice President of Sales	\$150,000	\$408,150	\$314,613	\$350,150

\* LOW SAMPLE SIZE

*NOTE: Due to the 20% completion rate (only 1 in every 5 job positions answered on average by survey respondents), some surveyed positions are omitted from these tables as un-reportable; some other positions such as (junior and senior levels of a given function) have been merged where necessary to permit reporting, resulting in some unusually wide salary ranges shown. Please consider the average or median results.*

# Marketing Research Salary Tables

Salary tables are organized by the 6 identified sectors. For each table, Minimum, Maximum, Average and Median salary information is displayed in each column and positions are displayed in rows. Positions are organized by function and sub-functions, and sorted in ascending order by median salary. Positions with low samples are represented with an asterisk (\*)

POSITIONS BY FUNCTION	MINIMUM	MAXIMUM	AVERAGE	MEDIAN
<b>Corporate Management</b>				
Owner	\$70,000	\$300,000	\$125,000	\$150,833
Partner / Managing Partner *	\$140,000	\$200,000	\$170,000	\$170,000
Executive Vice President/ COO	\$100,000	\$260,000	\$175,000	\$179,244
CFO/ Vice President of Finance	\$125,500	\$260,000	\$233,130	\$200,506
President/CEO	\$100,000	\$325,000	\$260,209	\$249,532
<b>Corporate Functions</b>				
IT Junior Analyst / PC Support Specialist	\$34,800	\$75,000	\$47,412	\$51,134
Systems Administrator /IT Manager	\$59,000	\$100,000	\$83,000	\$76,536
Vice President, Technology *	\$130,500	\$160,000	\$145,250	\$145,250
Receptionist	\$26,500	\$35,500	\$34,800	\$32,540
Administrative Assistant	\$35,000	\$71,500	\$49,080	\$49,797
Office Manager	\$31,200	\$87,500	\$45,000	\$50,046
Marketing Coordinator	\$35,000	\$55,000	\$45,000	\$44,333
Marketing Director *	\$64,000	\$93,300	\$78,650	\$78,650
Vice President of Marketing *	\$106,050	\$140,000	\$111,000	\$119,017

Corporate Management Cont'd	MINIMUM	MAXIMUM	AVERAGE	MEDIAN
Accounts Payable / Receivable Coordinator	\$39,700	\$60,000	\$40,000	\$44,360
Executive Assistant /Administrator	\$45,000	\$56,000	\$53,500	\$52,000
Accountant	\$46,000	\$74,000	\$57,500	\$58,750
Recruiter/Benefits Manager/HR Manager & Director	\$47,000	\$75,200	\$67,000	\$65,442
Financial Manager /Officer /Controller	\$67,500	\$89,000	\$78,000	\$77,500
Vice President, Human Resources *	\$158,000	\$160,000	\$159,000	\$159,000
<b>Account Management (Field Suppliers)</b>				
Account Coordinator *	\$40,000	\$50,000	\$45,000	\$45,000
Senior Analyst	\$42,000	\$66,000	\$52,000	\$53,000
Account Supervisor /Manager *	\$60,000	\$60,000	\$60,000	\$60,000
Research Consultant /Research Manager *	\$75,000	\$80,000	\$77,500	\$77,500
Account Director /Research Director	\$65,000	\$80,000	\$74,000	\$73,250
Vice President *	\$150,000	\$185,000	\$168,333	\$170,000
* LOW SAMPLE SIZE				

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Account Management (Custom Research)	MINIMUM	MAXIMUM	AVERAGE	MEDIAN
Client Service Associate *	\$42,000	\$46,000	\$43,000	\$43,667
Client Services Manager *	\$45,000	\$54,200	\$49,600	\$49,600
Account Executive /Manager	\$51,700	\$110,000	\$60,000	\$68,643
Research Analyst /Associate	\$40,000	\$65,000	\$45,000	\$48,333
Senior Research Manager /Senior Consultant	\$61,400	\$120,000	\$77,500	\$80,300
Omnibus Director *	\$82,700	\$93,480	\$85,000	\$87,060
Senior Research Director /Assistant Vice President	\$86,150	\$133,000	\$116,250	\$112,356
Qualitative Recruiter *	\$40,000	\$41,600	\$40,800	\$40,800
Focus Group/Facility Coordinator *	\$46,000	\$53,000	\$49,600	\$49,533
Moderator/Senior Moderator	\$60,000	\$120,000	\$79,000	\$85,500
Vice President, Qualitative/Quantitative Research	\$109,000	\$156,000	\$137,500	\$136,370
Statistical Analyst	\$35,000	\$80,000	\$47,000	\$52,250
Senior Analyst/Senior Data Analyst	\$55,000	\$92,200	\$69,600	\$71,760
Vice President, Analytics	\$110,000	\$140,000	\$121,000	\$123,000
Project Management (Custom Research)				
Facilities Manager *	\$43,000	\$47,000	\$45,000	\$45,000
Production Specialist	\$39,600	\$58,500	\$50,000	\$48,930
Research/Project Coordinator	\$39,400	\$59,000	\$50,000	\$49,067
Program/Project Manager	\$45,700	\$70,000	\$60,000	\$57,559
Project Director	\$62,000	\$75,000	\$68,500	\$68,500
Senior Project Director	\$75,000	\$90,000	\$82,500	\$82,500

Project Management (Field Suppliers)	MINIMUM	MAXIMUM	AVERAGE	MEDIAN
Call Centre Supervisor *	\$30,000	\$35,000	\$32,500	\$32,500
Assistant Call Centre Manager *	\$42,000	\$80,000	\$45,000	\$55,667
Project Delivery/Execution				
Interviewer	\$21,000	\$26,500	\$25,500	\$24,857
Logistics Coordinator/Specialist *	\$24,500	\$46,000	\$35,250	\$35,250
Field Coordinator	\$35,900	\$62,500	\$43,500	\$45,233
Team Lead *	\$34,000	\$70,000	\$52,000	\$52,000
Panel Administrator *	\$45,000	\$53,300	\$47,800	\$48,700
Panel Supervisor/Manager	\$51,100	\$70,250	\$56,000	\$58,292
Data Analyst	\$32,000	\$56,000	\$47,500	\$46,380
Programmer	\$39,000	\$60,300	\$48,300	\$49,920
Project Analyst	\$48,000	\$63,000	\$53,000	\$54,200
Senior Programmer	\$54,000	\$90,000	\$80,000	\$74,800
Coder *	\$21,300	\$33,100	\$28,000	\$27,467
Coding Team Lead/Manager/Data Manager	\$42,000	\$52,500	\$48,500	\$47,875
Operations Manager	\$76,000	\$100,000	\$88,000	\$88,000
Operations Director	\$90,000	\$103,000	\$95,000	\$95,400
Vice-President Operations	\$94,500	\$190,000	\$113,000	\$127,625
* LOW SAMPLE SIZE				

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# Media Companies: Publishers & Broadcaster Salary Tables

POSITIONS BY FUNCTION	MINIMUM	MAXIMUM	AVERAGE	MEDIAN
<b>Corporate Management</b>				
Vice President/Senior VP *	\$126,000	\$205,000	\$131,900	\$154,300
Executive VP /COO	\$150,000	\$375,000	\$200,000	\$219,000
CFO/ VP of Finance	\$140,000	\$454,965	\$283,972	\$275,526
President/CEO	\$250,000	\$595,000	\$340,000	\$375,500
<b>Corporate Functions</b>				
PC Support Specialist	\$45,200	\$66,344	\$54,700	\$56,209
Services & Support Manager *	\$55,000	\$81,200	\$60,000	\$65,400
Sr. Systems Administrator	\$58,952	\$71,000	\$67,535	\$66,140
IT Manager	\$40,000	\$112,000	\$79,802	\$78,272
Technical Manager *	\$78,498	\$85,092	\$83,359	\$82,316
Network Administration Manager *	\$45,000	\$140,000	\$92,500	\$92,500
Vice President, Technology Strategy	\$95,000	\$349,998	\$206,000	\$214,250
Public Relations Manager/Consultant	\$76,381	\$83,841	\$79,282	\$79,528
Director Public Relations/Communications	\$98,025	\$128,668	\$106,574	\$109,960
Receptionist	\$28,000	\$51,941	\$36,800	\$37,148
Administrative Assistant	\$28,000	\$55,744	\$45,185	\$44,305
Office Manager *	\$42,000	\$65,700	\$60,099	\$55,933
Accounts Payable / Receivable Coordinator	\$30,000	\$57,777	\$47,050	\$46,570
Accountant	\$55,000	\$71,338	\$66,992	\$65,550
Financial Manager/Officer	\$69,500	\$90,984	\$82,622	\$82,616
Controller	\$67,358	\$162,000	\$93,092	\$105,870

**NOTE:** Due to the 20% completion rate (only 1 in every 5 job positions answered on average by survey respondents), some surveyed positions are omitted from these tables as un-reportable; some other positions such as (junior and senior levels of a given function) have been merged where necessary to permit reporting.

Human Resources	MINIMUM	MAXIMUM	AVERAGE	MEDIAN
Training and Recruitment Coordinator *	\$47,752	\$59,120	\$50,000	\$52,291
Executive Assistant	\$51,341	\$66,200	\$58,000	\$57,347
Benefits/Human Resources Manager	\$87,667	\$117,673	\$108,518	\$105,059
Human Resources Director	\$115,000	\$150,000	\$133,747	\$133,416
Assistant Vice President of Human Resources *	\$163,287	\$224,205	\$199,359	\$195,617
VP Human Resources *	\$252,000	\$294,580	\$266,000	\$270,860
<b>Creative, Editorial &amp; Content</b>				
Graphics Designer	\$30,000	\$76,609	\$50,000	\$55,293
Web Producer	\$42,000	\$85,239	\$77,095	\$71,649
Online/Senior Editor	\$36,000	\$63,450	\$51,926	\$50,617
Copy Writer	\$35,000	\$78,900	\$67,873	\$56,503
Multimedia Editor	\$38,854	\$70,783	\$61,500	\$59,501
Online Reporter/Writer	\$30,000	\$72,257	\$68,568	\$60,510
Art Director	\$55,000	\$85,000	\$79,630	\$74,574
Editor-in-Chief	\$76,300	\$119,774	\$103,868	\$99,438
<b>Sales</b>				
Customer Service Rep	\$38,900	\$60,300	\$45,000	\$47,421
Buying Manager/Supervisor *	\$62,000	\$77,200	\$62,600	\$67,267
Account Manager/Sales Executive	\$55,000	\$225,000	\$101,717	\$107,411
Senior Account Manager	\$66,200	\$255,000	\$114,962	\$121,594
Director, Client Services	\$70,000	\$149,000	\$112,500	\$111,000
<b>Marketing</b>				
Marketing Coordinator	\$41,000	\$47,000	\$42,100	\$43,050
Product/Brand/Marketing Manager	\$45,000	\$99,000	\$72,019	\$75,639
Brand/Marketing/ Senior Product Manager	\$60,400	\$102,284	\$88,843	\$83,105
Sr Marketing Manager/ Director of Marketing	\$80,000	\$160,000	\$107,409	\$115,388
VP Marketing *	\$125,000	\$157,000	\$141,000	\$141,000

\* Low Sample Size

Development & Technology	MINIMUM	MAXIMUM	AVERAGE	MEDIAN
Interface Developer	\$42,000	\$62,000	\$59,569	\$55,785
Web Designer	\$56,083	\$74,500	\$61,158	\$63,600
Flash Developer	\$42,000	\$84,000	\$66,247	\$64,623
Database Developer *	\$42,000	\$90,000	\$68,000	\$66,667
Web Developer	\$61,158	\$85,000	\$68,411	\$69,868
Database Administrator/ Manager *	\$60,000	\$85,000	\$65,406	\$70,135
Information Architect	\$69,476	\$75,487	\$71,916	\$72,199
Application Developer	\$65,336	\$77,891	\$74,085	\$72,515
Project Manager	\$53,200	\$92,500	\$73,978	\$74,055
Senior Project Manager/Director, Project Management	\$85,000	\$115,509	\$109,788	\$103,591
Program Manager/ Director	\$83,000	\$132,365	\$109,000	\$107,491
Director, Technology *	\$80,000	\$160,000	\$126,774	\$122,258
<b>Paid Search Marketing &amp; Search Engine Optimization</b>				
SEO/SEM Strategist	\$44,000	\$57,000	*	*
Search Engine Developer/Specialist *	\$45,000	\$75,000	\$60,000	\$60,000
VP Search Engine Mkt	\$108,000	\$153,000	*	*
<b>Overall Operations</b>				
QA Analyst	\$42,000	\$80,000	\$50,604	\$55,802
Project Coordinator/ Operations Manager *	\$45,000	\$100,000	\$75,000	\$73,333
<b>Ad Operations</b>				
Ad Operations Specialist/Technical Specialist *	\$56,200	\$64,400	\$57,519	\$59,373
Manager, Ad Operations *	\$66,000	\$107,000	\$86,500	\$86,500
<b>Public Relations</b>				
Communications Manager/Supervisor *	\$55,000	\$72,800	\$64,700	\$64,167

\* Low Sample Size

## Digital Positions in Traditional Advertising Agencies

POSITIONS BY FUNCTION	MINIMUM	MAXIMUM	AVERAGE	MEDIAN
<b>Corporate Functions</b>				
IT Manager	\$58,000	\$125,000	\$92,250	\$95,000
<b>Media</b>				
Digital Media Buyer	\$35,300	\$60,000	\$45,075	\$42,500
Online Community Manager *	\$40,000	\$63,300	\$51,650	\$51,650
<b>Creative</b>				
UX Designer *	\$55,000	\$79,250	\$67,125	\$67,125

For Additional Information; Salary Reports of other segments or other years, please visit the **DERHAK IRELAND** website: [www.Derhak.com](http://www.Derhak.com) and check under **Clients > Salary Surveys**

# Public Relations & Public Affairs Salary Tables

Salary tables are organized by the 6 identified sectors. For each table, Minimum, Maximum, Average and Median salary information is displayed in each column and positions are displayed in rows. Positions are organized by function and sub-functions, and sorted in ascending order by median salary. Positions with low samples are represented with an asterisk (\*)

POSITIONS BY FUNCTION	MINIMUM	MAXIMUM	AVERAGE	MEDIAN
<b>Corporate Management</b>				
Owner	\$55,000	\$200,000	\$125,000	\$122,500
President/CEO	\$85,000	\$500,000	\$250,000	\$247,517
Executive Vice President	\$175,000	\$320,000	\$260,000	\$251,000
Partner/ Managing Partner *	\$250,000	\$300,100	\$275,050	\$275,050
CFO/ Vice President of Finance	\$168,000	\$375,000	\$335,000	\$303,250
<b>Corporate Functions</b>				
PC Support Specialist *	\$50,000	\$65,000	\$57,500	\$57,500
Services & Support Manager *	\$57,000	\$72,000	\$65,000	\$64,667
IT/Technical Support Specialist	\$53,500	\$82,000	\$65,000	\$67,333
Vice President, Technology Strategy *	\$260,000	\$375,000	\$320,000	\$318,333
Receptionist/ Office Manager	\$34,000	\$45,000	\$37,000	\$39,000
Administrative Assistant/Marketing Coordinator	\$37,500	\$55,000	\$47,500	\$46,375
Marketing Communications Manager	\$77,000	\$140,000	\$110,000	\$115,400
Marketing/Creative Director	\$118,000	\$200,000	\$160,000	\$160,600

Corporate Functions Cont'd	MINIMUM	MAXIMUM	AVERAGE	MEDIAN
Accounts Payable / Receivable Coordinator	\$42,500	\$55,000	\$45,000	\$47,300
Financial Officer/Manager	\$55,000	\$72,000	\$63,500	\$63,500
Administrator/ Executive Assistant	\$50,000	\$75,000	\$67,500	\$65,250
Accountant/Controller	\$74,000	\$128,500	\$101,000	\$96,100
Benefits/ Human Resources Manager	\$110,000	\$140,000	\$125,000	\$125,000
Director/ VP of Human Resources	\$109,500	\$325,000	\$212,500	\$215,750
<b>Account Management</b>				
Public Relations/ External Relations Consultant	\$22,000	\$73,500	\$55,000	\$50,278
Communications Officer/Specialist /Advisor	\$46,500	\$85,000	\$65,000	\$66,500
Public Affairs /Communications Director	\$91,600	\$104,000	\$96,500	\$97,150
Account Coordinator/ Associate Consultant	\$22,000	\$50,000	\$35,000	\$34,455
Account Manager/Executive *	\$55,000	\$60,000	\$60,000	\$58,333
Senior Account Manager	\$75,000	\$87,000	\$77,000	\$79,000
Account Director	\$67,500	\$100,000	\$95,000	\$89,375
Vice President	\$125,000	\$180,000	\$146,000	\$135,000
Senior Vice President *	\$140,000	\$150,000	\$145,000	\$145,000
* LOW SAMPLE SIZE				



Project Management	MINIMUM	MAXIMUM	AVERAGE	MEDIAN
Digital & Social Media Coordinator *	\$40,000	\$95,000	\$67,500	\$67,500
Team Supervisor/Leader Manager *	\$95,000	\$140,000	\$117,500	\$117,500
<b>Support and Management Roles</b>				
Customer Experience/Analytics *	\$48,000	\$105,000	\$85,000	\$79,333
Social Media Strategist *	\$55,000	\$105,000	\$85,000	\$81,667
<b>Advertising Agency Staff</b>				
Public Relations Manager/Consultant*	\$36,000	\$75,000	\$51,333	\$43,000
Public Relations/Communications Director*	\$60,000	\$104,500	\$85,833	\$93,000
<b>Client Side Roles</b>				
Web Master/SEO/On-Line Manager	\$60,000	\$99,000	\$79,820	\$78,000
Public Relations Consultant	\$96,800	\$136,100	\$115,300	\$114,150
CRM Manager	\$98,600	\$143,100	\$112,550	\$104,250
* LOW SAMPLE SIZE				



For Additional Information; Salary Reports of other segments or other years, please visit the **DERHAK IRELAND** website: [www.Derhak.com](http://www.Derhak.com) and check under **Clients > Salary Surveys**

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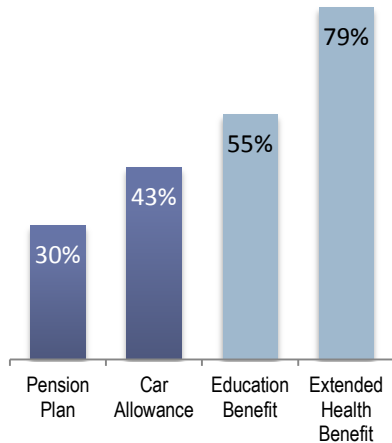


# Compensation Benefits

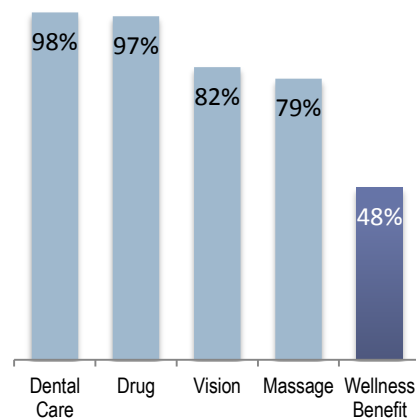
## Entire Industry Overview - Extended Health Benefits is No.1

In general, 4 in 5 employers (79%) choose to invest in overall wellness of their employees by providing extended health benefits. These include: Dental care (98%), Drug (97%), Vision (82%) and Massage (79%) coverage; while less than half (48%) offer wellness benefits. This indicates that companies within the Canadian Marketing industry have highly developed and comprehensive extended health benefits plans. Participant companies are also supportive of employee career development with over half offering education benefits (55%). Car allowance (43%) and Pension Plan (30%) were the least popular options.

Proportion of Companies Offer Benefits - Total Industry



Type of Extended Health Benefits Offered - Total Industry

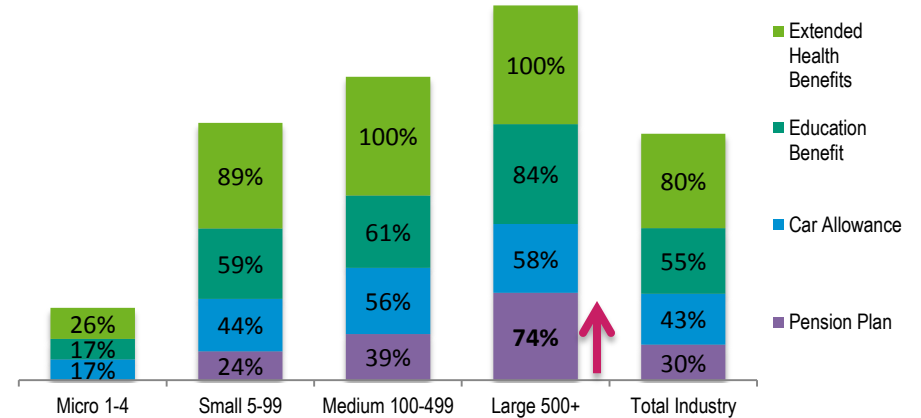


Total Participating Companies: n=116

## By Company Size: Larger Companies Lead in All Benefits

Predictably, size of the company plays a key role in the type of benefits offered. As company size increases, the more comprehensive the benefits plan offered becomes. In particular, larger companies (over 500 employees) are more likely to provide pension plan (74%) compared to the less than 40% of companies that offer the same within all other company size groups. This is likely due to the amount of resources and the types of employees (i.e. part time vs. full time employees) present within smaller companies compared to larger companies.

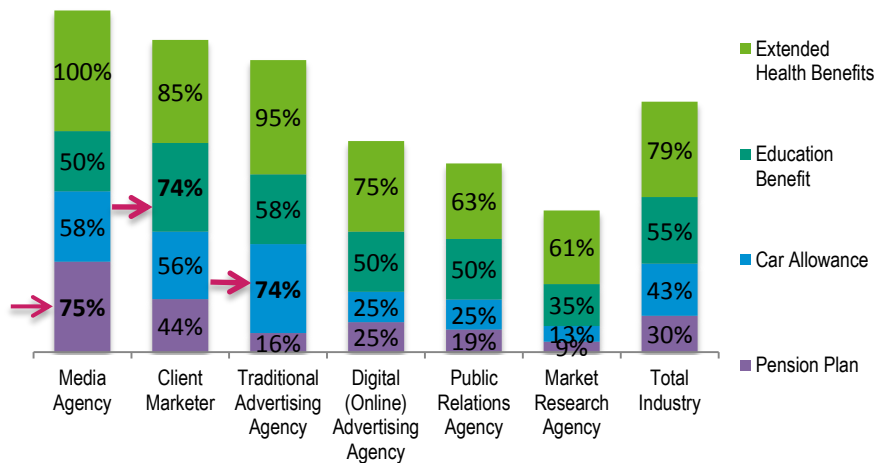
Companies of Different Sizes Benefit Offers



## By Sector: Media / Publisher & Client Marketer Leading Benefits Providers

Due to the high presence of large companies (more than 500 employees) in Media / Publisher / Broadcasters and Client Marketer sectors, these sectors are leading benefits providers and are higher than the overall industry standard (See below). Both of these sectors are especially dominant in certain types of benefits. Following the conclusions about large company size and increased benefits offerings above, a high proportion (75%) of Media / Publishers surveyed provided a pension plan while Client Marketer companies (74%) lead in education benefits. Traditional Advertising agencies (74%) lead in offering a car allowance. Digital agencies, Market Research agencies and PR / PA agencies are below total industry standards across all benefits; Market Research agencies have the lowest percentage of overall benefits offering among all sectors.

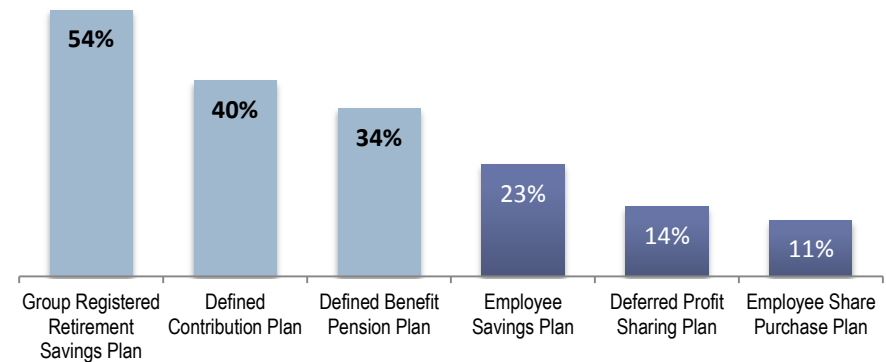
Benefits Offered by Sector vs. Total Industry Standard



## Pension Plans Offered

The top three most frequently offered pension plans are: Grouped Registered Retirement Savings Plan (54%), Defined Contribution Plan (40%), and Defined Benefit Pension Plan (34%). This suggests that companies in the Canadian Marketing industry do not generally use pension plans as an incentive to retain talent and are divided on the type of pension plan to offer.

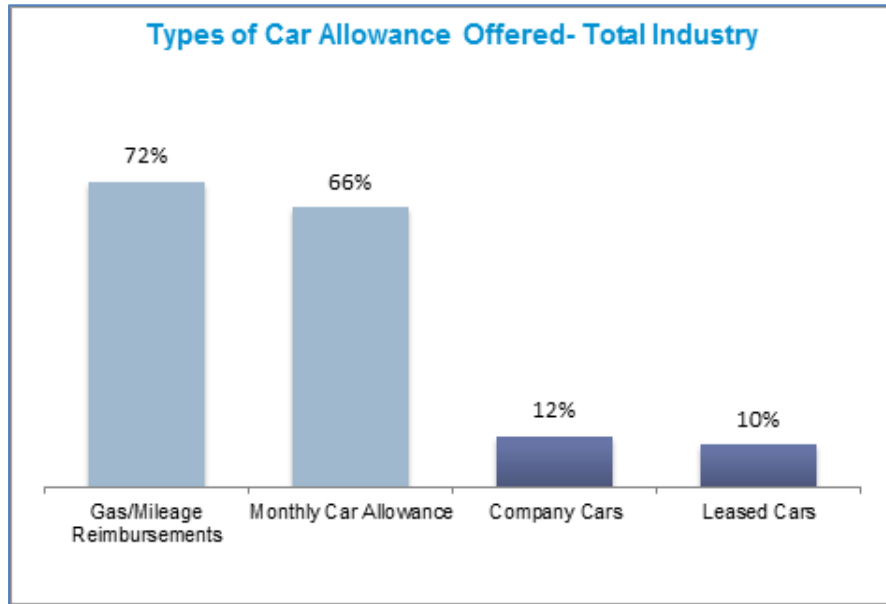
Types of Pension Plan Offered - Total Industry



Though less than half (43%) of total participating companies provide car allowances, this number is still more than those that provide pension plans overall. Gas or mileage reimbursements (72%) and monthly car allowance (66%) are the most common types of car allowance.

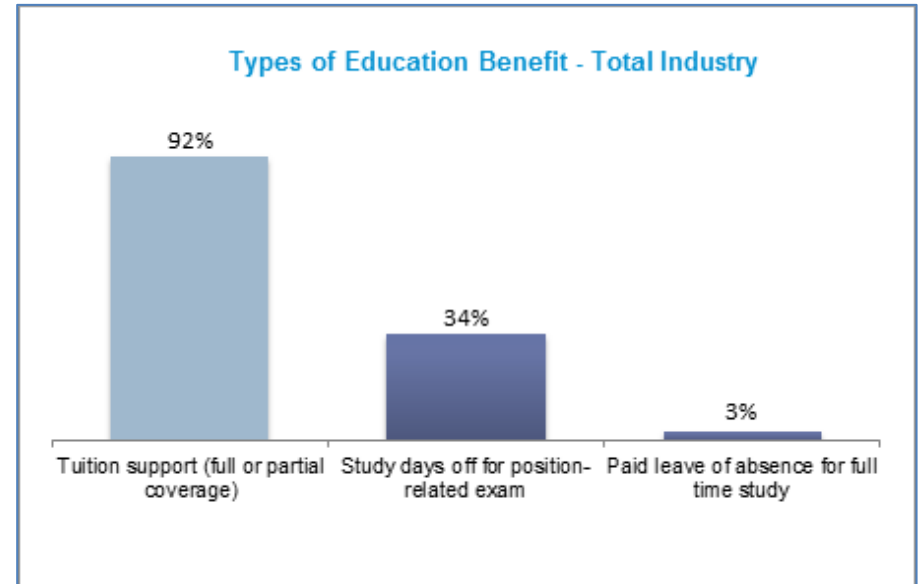
Total Participating Companies: n=116

## Gas/Mileage Reimbursement Most Common



Though less than half (43%) of total participating companies provide car allowances, this number is still more than those that provide pension plans overall. Gas or mileage reimbursements (72%) and monthly car allowance (66%) are the most common types of car allowance

## Tuition Support Prevalent



Over half (55%) of participating companies are willing to support employee development by providing education benefits. Specifically, almost all companies (92%) choose to fully or partially support tuition fees incurred from job-related education.

For additional information or for copies of previous salary surveys, visit: [www.Derhak.com](http://www.Derhak.com) > Salary Surveys

*Thank you to the Georgian RAP Program Post-Grad Students  
who did most of the work,*



*Rohem Adagbon*

*&*



*Melissa Gu*

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