2009 Marketing and Sales Compensation Survey

Quality of Match	Less:	5%	Equal:	92%	More:	2%

410.100.360 Marketing Co-ordinator

Responsible for sales support activities such as developing and maintaining a client database and customer profiles, co-ordinating advertising, promotions and marketing events. Acts as a liaison between marketing staff and outside suppliers including mailing houses, vendors and the media. May be responsible for the preparation of marketing materials. Typically reports to the Marketing Manager (Position 410.100.220).

National Compensation Analysis	Num Orgs	Num Obs	10th %ile	25th %ile	Median	75th %ile	90th %ile	Mean
Base Salary								
Base Salary – Incumbent Weighted (All)	120	491	40.0	44.0	49.0	55.6	59.0	49.7
Base Salary – Organization Weighted (All)	120	N/A	39.8	43.0	47.3	51.2	58.4	48.2
Base Salary – Incentive Eligible	85	255	40.0	43.2	47.1	51.6	56.6	47.6
Incentives (% of Base Salary)								
Annual Incentive Threshold (AI/E)	13	25	1.4	2.5	3.0	3.5	8.1	3.6
Annual Incentive Target (AI/E)	62	191	3.3	4.0	5.0	8.0	10.0	6.3
Annual Incentive Maximum (AI/E)	43	121	4.0	5.0	9.0	12.0	15.0	9.4
Annual Incentive Granted (AI/R)	54	155	1.7	3.3	4.6	7.5	10.1	5.4
Profit Sharing Granted (PS/R)	13	49	1.1	1.8	3.0	9.1	11.0	4.9
Sales Incentive Target (SI/E) – for sales positions only	0	0	--	--	--	--	--	--
Sales Incentive Granted (SI/R) – for sales positions only	0	0	--	--	--	--	--	--
Total Cash Compensation								
Target Total Cash Comp	107	461	40.0	45.0	50.7	57.4	60.4	50.9
Target Total Cash Comp – Rcvng	62	191	42.0	46.2	50.1	53.9	60.4	50.5
Total Cash Compensation (I/R)	64	202	41.3	46.0	49.7	55.2	59.5	50.5
Total Cash Compensation – Incumbent Weighted (All)	120	491	40.0	44.9	50.2	57.6	60.2	50.7
Total Cash Compensation – Organization Weighted (All)	120	N/A	39.8	44.5	48.9	54.6	60.7	49.6
Long-term Incentives (% of Base Salary)								
Long-term Incentives Granted – Expected Value (LTI/R)	*3	10	--	--	--	--	--	4.5
Total Direct Compensation								
Total Direct Compensation – Expected Value (LTI/R)	*3	10	--	--	--	--	--	55.5
Total Direct Compensation – Expected Value (All)	120	491	40.0	44.9	50.2	57.6	60.5	50.8

* More than 35% of the rates within the sample are supplied by one organization.

Note: Above compensation data are displayed in Cdn $000s for a full-time equivalent employee. Please refer to the Terms and Definitions in the "**Using the Survey Results**" section of the report for an explanation of the specific items on this page, including the Black-Scholes methodology.

Sample

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