

Survey Name: 2021 Canada MTECH  
 Job Family: Creative & Design  
 Job Sub-family: Media/Communications Creative & Design  
 Job Code: CRT.02.001.M30  
 Job Title: General Graphic Art/Design - Manager (M3)  
 Job Type: Job  
 Job Description: General Graphic Art/Design work is focused on designing and/or creating non-interactive graphics and art including:

Refinement: All Data  
 Scale: In Whole Numbers  
 Currency: Canadian Dollar  
 Number of Organizations: 26  
 Number of Observations: 88

- Applying graphic design principles (i.e., layout, imagery, typography, etc.) to communicate themes and messages in non-interactive communication materials
- Using graphics software (e.g., Quark, Illustrator, PageMaker, InDesign, Photoshop, Acrobat, etc.) and/or web-based graphics and design tools (e.g., Flash, FrontPage and Dream Weaver) to design and produce finished graphics/artwork
- Maintaining corporate identity, design standards, and policies
- Coordinating vendor services as required A Manager (M3) manages experienced professionals who exercise latitude and independence in assignments. Responsibilities typically include:
  - Policy and strategy implementation for short-term results (1 year or less).
  - Problems faced are difficult to moderately complex.
  - Influences others outside of own job area regarding policies, practices and procedures.

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

\*\* Note only the Mean and Median will be displayed if more than 50% of the incumbents are supplied by one organization

Compensation Element	No. of Orgs	No. of Obs	* / **	Inc Wtd 10th %ile	Inc Wtd 25th %ile	Inc Wtd Mean	Inc Wtd Median	Inc Wtd 75th %ile	Inc Wtd 90th %ile
Base Salary	26	88	*	79,235	90,000	97,329	96,155	105,000	112,380
Salary Min	15	70	**	--	--	81,590	83,691	--	--
Salary Mid	15	71	*	93,728	95,040	103,639	106,200	108,690	113,037
Salary Max	15	70	*	114,048	114,900	125,201	128,934	130,428	136,297
Other Guaranteed Allowance	0	0		--	--	--	--	--	--
Total Guaranteed Cash Comp	26	88	*	79,235	90,000	97,329	96,155	105,000	112,380
STI Threshold % Base	2	2	**	--	--	--	--	--	--
STI Target	18	69	*	7,324	10,865	13,757	14,628	16,333	16,880
STI Target % of Base	18	69	**	--	--	13.8	15.0	--	--
STI Maximum % Base	9	44	**	--	--	27.0	30.0	--	--
STI Actual	15	38	**	--	--	12,501	12,389	--	--
STI Actual % Base	15	38	**	--	--	12.2	12.1	--	--
Sales Incentive (Target)	0	0		--	--	--	--	--	--
Sales Incentive Target % Base	0	0		--	--	--	--	--	--
Sales Incentive Actual	0	0		--	--	--	--	--	--
Sales Incentive Actual % Base	0	0		--	--	--	--	--	--
Profit Sharing Actual	1	1	**	--	--	--	--	--	--
Profit Sharing Actual % Base	1	1	**	--	--	--	--	--	--
Total Cash - Target	24	80	*	82,177	99,561	109,622	110,617	119,925	129,393
Total Cash Target - Receivers	18	69	*	93,484	102,337	112,507	112,248	120,750	129,413
Total Cash - Actual	26	88	*	80,451	91,913	102,770	100,000	111,629	126,221
Total Cash Actual - Receivers	16	39	**	--	--	114,306	113,490	--	--
LTI (B-S)	3	3		--	--	7,284	--	--	--
LTI % of Base (B-S)	3	3		--	--	6.7	--	--	--
TDC Target (B-S)	24	80	*	82,177	99,561	109,895	110,617	119,925	129,393
TDC Target (B-S), Rcvrs	3	3		--	--	128,023	--	--	--
TDC Actual (B-S)	26	88	*	80,451	91,913	103,019	100,000	111,629	126,221
TDC Actual (B-S) Rcvrs	3	3		--	--	125,407	--	--	--
Tenure - Organization	25	87	*	1	3	11	8	16	26