

Survey Name:	2021 Canada MLS	Refinement:	All Data
Job Family:	Sales, Marketing & Product Management	Scale:	In Whole Numbers
Job Sub-family:	Sales & Marketing	Currency:	Canadian Dollar
Job Code:	SMP.02.001.M50	Number of Organizations:	15
Job Title:	General Sales & Marketing - Senior Manager II (M5)	Number of Observations:	34
Job Type:	Job	Position Class:	55-60
Job Description:	General Sales & Marketing work focuses on a combination of general sales and marketing work including: <ul style="list-style-type: none"> •Face-to-face and/or remote sales to new or existing customers •Assessing customer needs and suggesting appropriate products, services and/or solutions •Planning, developing, and delivering the marketing strategy for products/services and associated brand(s) •Evaluating, measuring, and managing the product/brand P&L (e.g., budgeting, expenditures, profitability, return-on-investment, etc.) Incumbents in this specialization may also provide customer service and support in the form of information on product/price and resolution to issues related to billing, shipping, delivery, complaints, etc. Incumbents matching to this specialization are compensated based on achievement of sales targets. A Senior Manager II (M5) typically manages multiple teams led by Senior Managers and Managers. May be a Country Sub-function Head. Responsibilities typically include: <ul style="list-style-type: none"> •Ownership of short to mid-term (1-3 years) strategy execution and operational direction in alignment with parent/corporate organization objectives. •Decisions have a serious impact on the overall success or failure on area of accountability. •Interacts with executive leadership and others concerning matters of significance to the organization. 		

* 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 (Monthly)	15	34		15,753	17,794	20,098	19,868	21,281	25,671
Nbr Months	15	34		12.00	12.00	12.00	12.00	12.00	12.00
Base Salary	15	34		189,039	213,533	241,171	238,410	255,370	308,056
Other Guaranteed Allowance	0	0		--	--	--	--	--	--
Total Guaranteed Cash Comp	15	34		189,039	213,533	241,171	238,410	255,370	308,056
STI Target	14	31		47,093	57,920	63,075	61,650	70,148	78,694
STI Target % of Base	14	31		23.0	25.0	25.8	25.0	25.0	30.0
Sales Incentive (Target)	1	2	**	--	--	--	--	--	--
Sales Incentive Target % Base	1	2	**	--	--	--	--	--	--
STI Maximum % Base	9	14		27.6	39.0	45.1	46.5	50.0	60.0
Total Cash - Target	15	34		229,675	280,591	304,269	303,113	319,212	386,921
STI Actual	13	28		31,313	57,218	69,319	67,632	84,774	103,916
STI Actual % Base	13	28		17.4	22.5	27.8	28.5	34.7	37.4
Sales Incentive Actual	1	2	**	--	--	--	--	--	--
Sales Incentive Actual % Base	1	2	**	--	--	--	--	--	--
Total Cash - Actual	15	34		204,913	258,737	304,689	302,930	357,089	385,932
LTI (B-S)	13	31		22,570	39,974	59,394	58,975	75,629	98,477
LTI % of Base (B-S)	13	31		12.3	16.2	23.7	20.5	31.3	38.5
TDC Actual (B-S)	15	34		214,400	304,318	358,842	366,293	423,633	479,810
Car Benefit Value	5	7		--	10,800	11,946	11,000	12,720	--
Tenure - Organization	15	33		1	2	10	6	16	23