

Marketing Compensation Survey



Summary Report

Country: United States

Currency: USD US Dollar

REPRESENTS: Employee Weighted Average

PAY TYPE DISPLAYED: Annual Rate

WMG Job Title	Current Base Pay March 1, 2016	Most Recent FY Bonus Payout	Most Recent FY Other Variable Cash	Current Total Cash	Total LTI Value	Total LTI + Current Total Cash	Target Bonus Percent of Current Base	Span of Control	Total Number of Incumbents	Total Number of Companies
1000 MARKETING SPECIALIST-ENTRY	49,922	2,561	3,705	51,322	2,277	51,372	5.12%		320	69
1001 MARKETING SPECIALIST-INTER	64,592	4,886	2,744	67,304	5,221	68,409	6.32%		197	112
1161 VIDEO EDITOR-INTER	49,374	2,362		50,161		50,161	11.91%		6	6
1247 TRADE SHOW/EXHIBITS MANAGER	107,920	16,929	12,140	121,514	53,276	130,851	13.68%	3	37	33
1264 CORPORATE EVENT SPECIALIST-CONSULT									6	4
1315 ART DIRECTOR - NO STAFF RESP	93,697	9,979	8,271	99,404	50,411	103,840	9.09%		250	54
1330 COPY EDITOR - ENTRY	49,862	2,361	7,721	51,199		51,199	12.29%		43	15
1381 ADVER/SALES-INTER									8	4
1417 PHOTO ART MGR/DIR	95,777	22,961		112,177	11,513	113,000	11.37%	10	14	11
1503 PACKAGING DESIGNER - SR/EX	91,524	8,104		97,197	13,552	98,552	8.71%		20	9
2000 PUBLIC RELATIONS SPECENTRY	51,203	4,163	1,871	53,399	5,095	58,495	6.96%		51	31
2041 GOVT RELATIONS REP-INTER									4	3
2203 SOCIAL NETWORK MEDIA SPEC - SR/EX	95,889	11,337	4,592	104,172	4,233	105,441	10.23%		75	29
3037 LOYALTY/REWARDS PROGRAM MGR/DIR A	107,469	15,479	7,236	117,761	18,233	125,042	14.43%	3	25	15
3204 FRANCHISE SALES REP-CONSULT									2	1
4010 COMPETITIVE INTELL SPEC-ENTRY	58,379	962	776	59,596		58,596	1.57%		17	8
4742 SR BRAND/PRODUCT MGR-NON DUR	128,394	21,817	6,060	147,844	15,557	151,948	16.47%	4	254	27
4850 MARKETING DIR - FS	165,605	4,311	316	208,259	34,746	221,725	21.34%	14	289	24
5222 CUSTOMER SERVICE REP C - CAREER	41,713	2,307	4,023	43,563		43,563	7.0%		1901	34
9039 TOP MARKET RESEARCH EXEC-DIV									5	4
9093 VP MARKETING AND SALES	220,361	8,155	61,422	255,893	23,083	259,377	24.09%	11	53	14

Empty Cell = No data or insufficient data for analysis

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