



*CORPORATE SERVICES*

# 2023 SALARY GUIDE



## STRENGTHENING YOUR WORKFORCE

In a time of uncertainty and rapid market changes, the best course of action your business can take is ensuring your workforce is as strong as possible to address current and future obstacles. Knowing the market value for Corporate Services positions and how to structure a competitive compensation package will help employers attract and retain the talent needed to optimize their growth opportunities and weather any economic storm in the year ahead.

As Ottawa's leading recruitment agency, we are dedicated to bringing our clients and candidates up-to-date market intelligence to make informed employment decisions. Our 2023 Corporate Services Salary Guide includes Ottawa-centric salary data derived from the placements made by our recruitment professionals, job market trends, highly valued designations, and employee retention strategies for your perusal.



# TABLE OF CONTENTS

- 04 Job Market Trends**
  - 06 Corporate Services Salaries**
    - 06 Administration
    - 06 Office Services
    - 06 Communications/Marketing
    - 07 Human Resources
    - 08 Administrative Healthcare
    - 08 Events
  - 09 Hiring Insights**
  - 10 Compensation Packages**
  - 11 Employee Retention Strategies**
  - 12 Conclusion**
- 



# JOB MARKET TRENDS

## Continued Hybrid Work Models

When it comes to a hybrid work model, we're now seeing many companies put heavier weight behind being in-office versus working from home, especially in Ottawa, which had one of the highest percentages of office workers due to the robust technology and government sectors. With 61% of Canadian employers now using hybrid work models, we anticipate seeing the approach of both remote and in-person work to continue well past 2023. Read [How to Develop a Successful Hybrid Work Environment](#) to learn how your business can develop and execute plans to create a strong hybrid work model.

## Hike in Contract Employment

We are continuing to see a considerable upturn in demand for temporary and contract help due to the uncertainty of the current market. Contract or temporary workers allow for workforce flexibility and reduce long-term financial salary obligations while still allowing businesses to achieve their goals. Moreover, sourcing full-time candidates can also result in longer vacancies, where workflow can be maintained through the use of a temporary resource.

## Scarcity of Strong Talent Persists

With Ottawa's unemployment rate sitting at 4.9%, finding the right talent continues to be a persistent thorn in the side of many businesses. Addressing the skills shortage will still be imperative getting through any level of economic downturn in 2023. One way we've seen employers address the scarcity of strong talent is through upskilling and reskilling their existing workforce to meet labour demands. Read [Upskilling and Reskilling Your Team to Combat the Worker Shortage](#) to learn more.



**46%**

Of employers plan to hire in the first quarter of 2023



**89%**

of companies are having difficulty finding skilled professionals



**50%**

Of workers plan to look for a new job opportunity in 2023

## Prioritization of Employee Retention

Employers are now realizing in a talent-short market the best way to build a strong team is to retain the talent you already have. We are seeing companies re-evaluating their retention strategies to identify and create engaged, loyal, and enthusiastic employees who stay with their organization long-term. For tactical ways that you can create a recession-proof employee retention plan, read the resource on [Page 11 of this Salary Guide](#).

## Inclusion of Meaningful DEI Efforts

Diversity, equity, and inclusion (DEI) has become a crucial, transformational element within Canadian workplaces. Ongoing DEI programs and practices lead to a more equitable future of work, as well as can increase employee job satisfaction, trust, and productivity in the long-term. However, meaningful DEI efforts are always a work-in-progress and as such, there is always more learning and understanding to be done. Read our [Resources to Improve Diversity, Equity, and Inclusion in Your Workplace](#) for tools to continue fostering a truly diverse and inclusive environment.

## Increase in Reactive Hiring

Despite concerns of a recession, we have seen many companies continue to hire as planned. That being said, the hiring we are seeing tends to be more reactive rather than proactive due to hesitation on expanding on teams during a possible recession. Reactive recruitment is about solving your company's immediate hiring needs rather than anticipating future needs. For example, a company would react to the loss of an employee by initiating their own candidate search or working with a recruitment agency once the position has been vacated. Read [Ottawa Job Market Outlook for 2023](#) for additional job market trends.



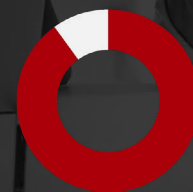
**45%**

Of managers are increasing compensation to help retain employees



**58%**

of employees will look for a new job if they feel their salary is insufficient



**90%**

of companies had added new benefits in response to the hiring market

# CORPORATE SERVICES SALARIES

OTTAWA, ONTARIO

		EXPERIENCE & SKILL LEVEL		
		SALARY RANGES		
POSITION		LOW	MID	HIGH
<b>Administration</b>	Senior Executive Assistant	\$65,000	\$70,000	\$85,000
	Executive Assistant	\$60,000	\$65,000	\$70,000
	Senior Administrative Assistant	\$55,000	\$58,000	\$62,000
	Administrative Assistant	\$45,000	\$50,000	\$55,000
	Entry-Level Administrative Assistant	\$38,000	\$42,000	\$45,000
	Sales Assistant	\$40,000	\$45,000	\$50,000
	Project Assistant/Coordinator	\$50,000	\$57,000	\$65,000
	Membership Professional	\$50,000	\$65,000	\$80,000
<b>Office Services</b>	Office Manager	\$70,000	\$80,000	\$90,000
	Office/Facilities Coordinator/Assistant	\$45,000	\$50,000	\$55,000
	Receptionist	\$38,000	\$45,000	\$50,000
	Office Clerk	\$35,000	\$40,000	\$45,000
	Mail Assistant/File Clerk	\$35,000	\$40,000	\$45,000
	Document Control Clerk	\$45,000	\$50,000	\$60,000
	Data Entry Specialist	\$38,000	\$42,000	\$45,000
<b>Communications / Marketing</b>	Director of Communication/Marketing	\$110,000	\$130,000	\$150,000
	Manager of Communication/Marketing	\$75,000	\$90,000	\$105,000

Bonuses, incentives and other forms of compensation are not taken into account  
 \*Language premiums may be applicable for bilingual candidate (E/F)

# CORPORATE SERVICES SALARIES

OTTAWA, ONTARIO

		EXPERIENCE & SKILL LEVEL		
		SALARY RANGES		
POSITION		LOW	MID	HIGH
Communications / Marketing	Communication/Marketing Officer	\$60,000	\$70,000	\$80,000
	Communication/Marketing Assistant	\$48,000	\$55,000	\$60,000
	Digital Communications Specialist	\$55,000	\$60,000	\$70,000
	Social Media Coordinator	\$50,000	\$55,000	\$60,000
	Proofreader/Editor	\$60,000	\$65,000	\$70,000
	Translator	\$60,000	\$65,000	\$75,000
	Government Relations Professional	\$70,000	\$90,000	\$110,000
Human Resources	Director of Human Resources	\$110,000	\$130,000	\$150,000
	Human Resources Business Partner	\$90,000	\$105,000	\$120,000
	Manager of Human Resources	\$80,000	\$95,000	\$110,000
	Human Resources Generalist	\$70,000	\$80,000	\$90,000
	Talent Acquisition Specialist	\$70,000	\$80,000	\$90,000
	Entry Level Recruiter	\$50,000	\$55,000	\$60,000
	Human Resources Assistant/Coordinator	\$50,000	\$55,000	\$60,000
	Compensation/Total Rewards	\$70,000	\$90,000	\$110,000
	Labour Relations Officer	\$70,000	\$90,000	\$110,000

Bonuses, incentives and other forms of compensation are not taken into account  
 \*Language premiums may be applicable for bilingual candidate (E/F)

## CORPORATE SERVICES SALARIES

OTTAWA, ONTARIO

		EXPERIENCE & SKILL LEVEL		
		SALARY RANGES		
POSITION		LOW	MID	HIGH
Administrative Healthcare	Medical Receptionist	\$40,000	\$45,000	\$50,000
	Electronic Medical Records Specialist	\$40,000	\$50,000	\$60,000
	Medical Data Entry Specialist	\$42,000	\$46,000	\$50,000
	Medical Secretary/Administrative Assistant	\$48,000	\$52,000	\$55,000
Events	Manager of Events	\$60,000	\$70,000	\$80,000
	Event(s) Coordinator	\$50,000	\$55,000	\$60,000

Bonuses, incentives and other forms of compensation are not taken into account  
 \*Language premiums may be applicable for bilingual candidate (E/F)





# HIRING INSIGHTS

## Highly Desirable Designations and Certifications

### Human Resources

- Certified Human Resources Professional (CHRP)
- Certified Human Resources Leader (CHRL)
- Post Graduate Certificate in Human Resources Management
- Chartered Professional in Human Resources (CPHR)
- Registered Professional Recruiter (RPR)
- Diversity and Inclusion Certificate

### Marketing and Communications

- Social Media Certificate
- Social Media Compliance Management Certificate
- Digital Analytics Certificate

### Administration

- Microsoft Office Specialist
- Executive Assistant Certificate

## What Hiring Managers Are Looking For

1

### Culture Add

Candidates who value a company's culture, add diversity, and offer a unique perspective to the organization.

2

### Tech Skills

Candidates who possess advanced technical skills offer a competitive advantage with the continuing of remote/ hybrid work models.

3

### Soft Skills

The soft skills demonstrated in an interview can often mean more than experience alone. Hiring managers are increasingly seeking candidates who can effectively communicate, collaborate, and drive positive change.

4

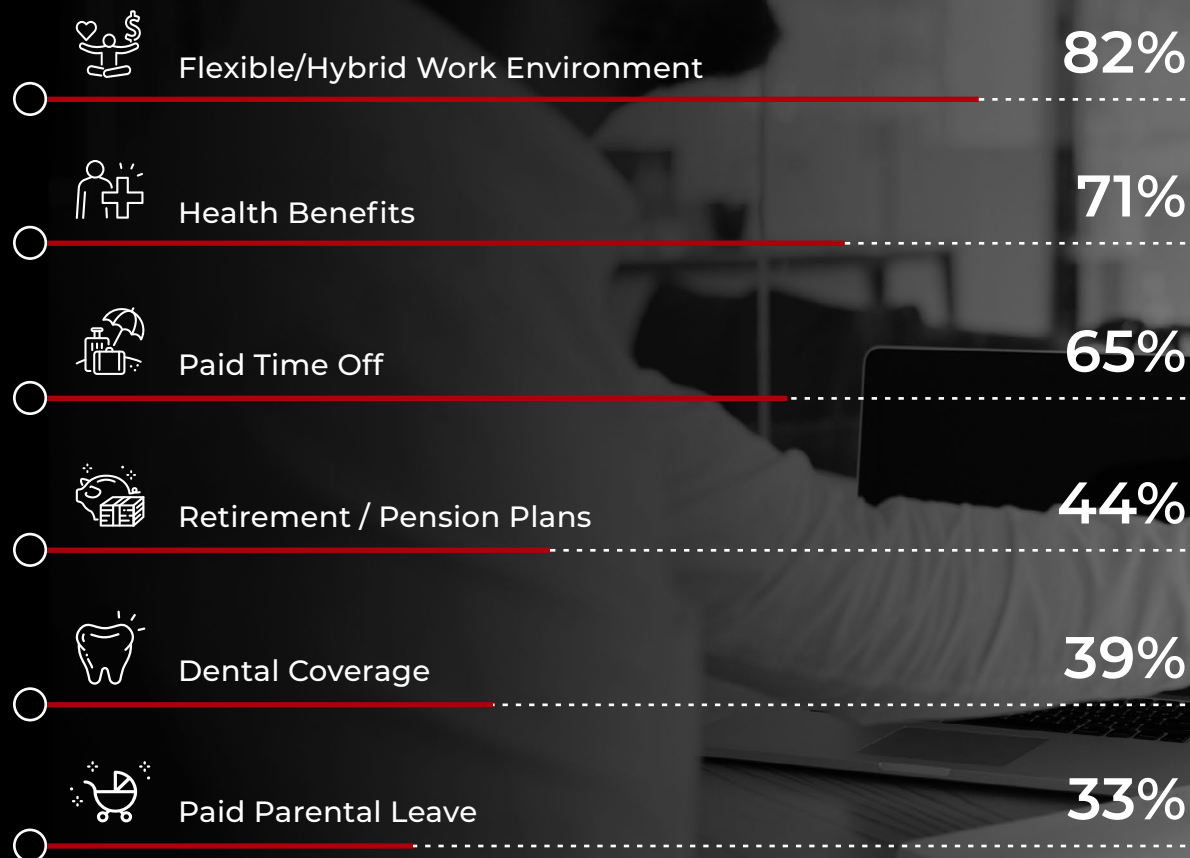
### Bilingualism

Bilingualism is highly sought after within the Greater Ottawa Area. Salaries are typically higher for bilingual positions.

# COMPENSATION PACKAGES

Half of Canadian workers plan to look for a new job in 2023, a nearly twofold increase from just a year ago. With this in mind, organizations must now re-evaluate their retention strategies and be willing to negotiate comprehensive compensation packages with flexibility and better pay at the forefront. In doing so, hiring managers can ensure they are offering what job seekers value and not risk losing top talent to their competitors.

## Highly Desired Benefits





## EMPLOYEE RETENTION STRATEGIES

Implementing effective retention strategies has never been more critical — and for good reason. With a staggering 50% of the Canadian workforce considering switching jobs and nearly [1 million job vacancies](#) in Canada last year, organizations run the risk of losing valuable employees who feel disengaged or undervalued. However, understanding what is causing your employees to stay or go, and actively addressing these areas, can help you create a culture that draws in and retains your best talent. When building an employee retention plan, consider the following strategies:

- ✓ MAINTAIN STRONG LEADERSHIP
- ✓ PROVIDE FLEXIBILITY
- ✓ PRIORITIZE RECOGNITION
- ✓ OFFER CAREER DEVELOPMENT
- ✓ SEEK EMPLOYEE FEEDBACK
- ✓ ENHANCE COMPANY CULTURE





## GIVING YOU THE COMPETITIVE EDGE

From the Great Resignation to record low unemployment rates, we saw an incredibly tight labour market throughout the past year. As this new year begins, we're already seeing hiring intentions slightly dip and salaries beginning to stabilize as a potential economic downturn approaches. However, the businesses that prioritize greater flexibility, negotiable salaries, and comprehensive benefits will continue to attract and retain the talent needed to come out on top in the year ahead.

As the job market changes continuously and competitive pressures in finding quality candidates increase, having the right search and staffing partner can make all the difference in finding the right fit for your role. If you're an organization searching for quality employees in a contract, temporary or permanent capacity, LRO Staffing can provide access to top talent in the business lines we serve. [Get in touch with us today](#) to discuss your hiring needs and learn more about how we can help.