

# 2024 Global Marketing Compensation Survey

Submission webinar

May 2024

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A business of Marsh McLennan



## 1. Webinar Objectives

## 2. 2024 Survey Overview

- Highlights, Benefits of Participation & Countries
- Important Dates & Pricing for 2024

## 3. Data Collection

- Survey Changes
- Navigating Mercer Job Library
- Navigating Mercer Data Connector
  - Participation Dashboard
  - Employee Data Template
  - Job Matching Reminders
  - Validation
- Mercer Resources & Contact Information

## 4. Data Results

## 5. Mercer Data Connector Demonstration

## 6. Questions & Answers

# Agenda

# Webinar objectives



# Webinar objectives



Outline and provide a better understanding of the overall survey process.



Improve understanding of the data submission process in Mercer Data Connector.



Highlight milestone dates & key changes for 2024.



Share the Mercer Job Library positions available in the data collection campaign to ensure quality job matching.



Knowledge sharing and Q&A.



# Survey overview

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# Highlights

**20 Countries Covered for 2024**



**5 Industry Sectors**

- Advertising
- Digital Marketing
- Healthcare Communications
- Media
- Public Relations

**Global Marketing Survey**

**46 Job Families**



- Executive
- Account Management
- Creative...
- & more

**Data covers: Base Pay, Allowances, STI and LTI**

# Benefits of participation



Survey results are only available to participants.



Market data for your industry with consistent jobs, participation, and data across 20 countries.



Savings gained by purchasing multiple country data.



Standard reports available in Excel and PDF.



Ability to run your own custom cuts using Mercer WIN<sup>®</sup>.



# Countries

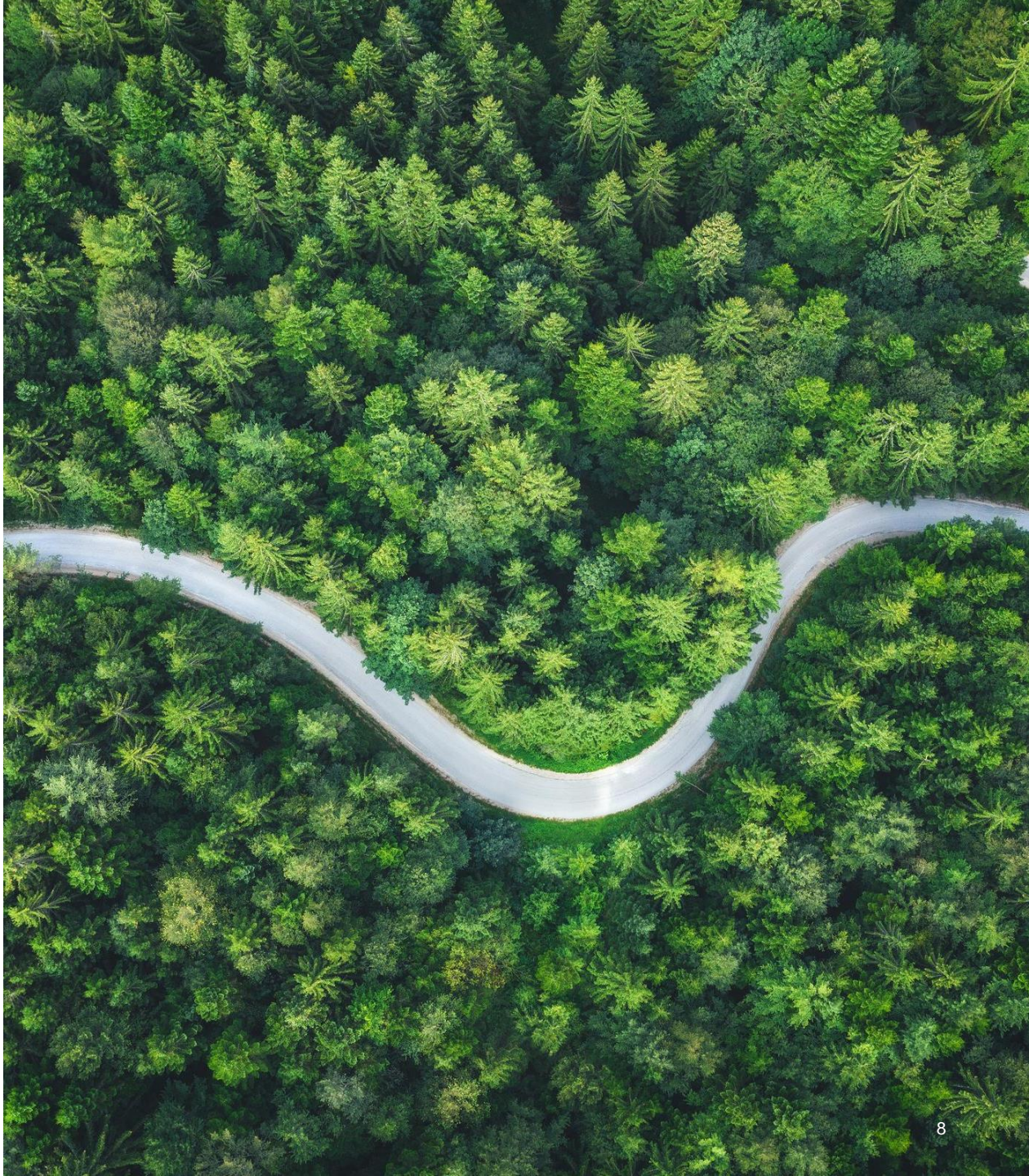


Countries included in the survey for 2024.

EMEA	Asia Pacific	Americas
France	Australia	Argentina
Germany	China	Brazil
Italy	Hong Kong	Canada
South Africa	India	Chile
Spain	Japan	Colombia
United Arab Emirates	Singapore	Mexico
United Kingdom		United States




Mercer will work with holding companies to assess countries to be removed and/or re-established in the survey in 2025 and beyond.





# Important dates

Activity	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Data effective date	1							
Survey opens in Mercer Data Connector	2							
Submission webinars	14-16							
Submission deadline			31 					
GMS Results available							Early	
Results Meeting*								10

\*Mercer office in NYC..

# Pricing for 2023



## Global purchase by holding company; one price:

- All agencies are allowed to use the data, even if they didn't participate.
- 50 local data users (multiple countries for each user) and 10 global data users (all countries).



## Country purchase by agency; priced by number of countries:

- Access only to countries purchased. Only purchasing agency allowed to access the data.
- One user per country (multiple countries for each user) and two global users (only countries purchased).
- 2024 Pricing:

# Countries	Price Per Country (USD)
1	\$3,000
2 - 5	\$2,000
6 - 10	\$1,800
11 - 20	\$1,650

# Data collection

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# Data collection

## Survey changes



### Main Global Marketing job catalogue changes.

- Only positions in scope for Global Marketing are included in the Global Marketing campaign job matching tool.
- Director (M40) and Entry (P10) levels added to User Experience Design.
- New job families/positions added to the campaign:
  - Data Engineering
  - Data Science
  - Enterprise Data Architecture
  - Software Development Engineering



Turnover questions added to the Company Data section.



Specialty flag added for buying activity for Media buying positions. Creative flag added for all sectors and not just digital.



Executive framework changes in Mercer Job Library, specialty flag guidance and legacy codes from 2022 included in job matching booklet.



Global Account Leader and Global Creative Leader mapping changes from level P50 to ET3 and Global leader specialty flag added.

# Data collection

## New jobs added for 2024

The Mercer Job Library positions below (specializations and levels) have been added to 2024 Global Marketing data collection due to recent conversations with representatives from the main holding companies.

<b>Mercer Specialization Title</b>	<b>Specialization Code</b>	<b>Level(s)</b>
Data Engineering	DAW.03.005	<b>ET3, M6, M5, M4, M3, P3, P2, P1</b>
Data Science	DAW.02.001	<b>ET3, M6, M5, M4, M3, P3, P2, P1</b>
Enterprise Data Architecture	ITC.03.002	<b>ET3, M6, M5, M4, M3, P3, P2, P1</b>
Software Development Engineering (High Tech)	ITC.13.015	<b>ET3, M6, M5, M4, M3, P3, P2, P1</b>

**Match to these positions if you have these jobs at your agency!**

# Data collection

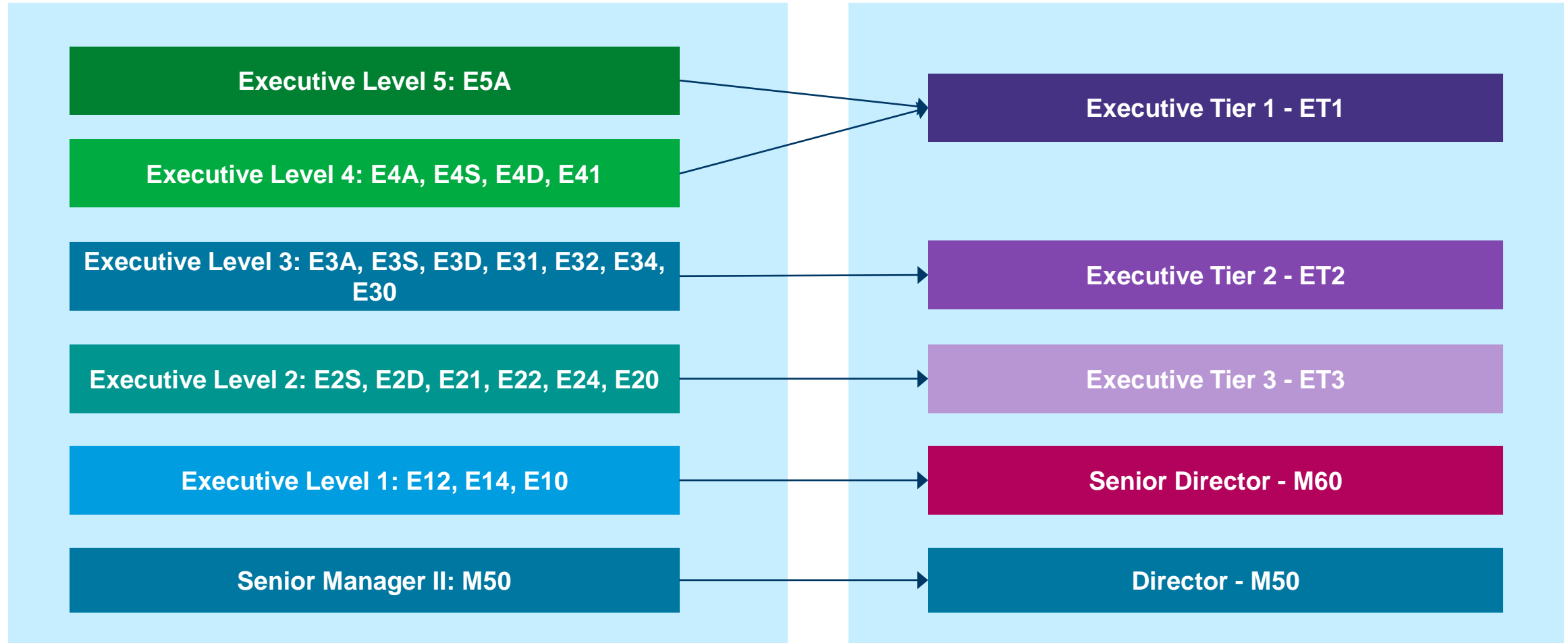
## Mercer Job Library – Mapping table

To assist agencies with job matching and navigating the Mercer Job Library codes, Mercer has created a job mapping table, which compares the 2024 codes to the codes in 2023 along with the legacy ones from 2022.

Specialty Flag		2022 Survey Job Code	2022 Survey Job Title	2023 Library Job Code	2023 Library Job Title	Matching Comments	Geographic Scope / Role / Type of	Head of Sub-Function / Type	2024 Library Job Code	2024 Library Job Title
	100-0		Top Executive - Worldwide	GMA.D1.003.EOH	please select Geographic Scope of Role / Type of Organization in column F	Head of Organization - Partial Mapping				
	101-0		Top Executive - Regional	GMA.D1.003.EOH	please select Geographic Scope of Role / Type of Organization in column F	Head of Organization - Partial Mapping				
	102-0		Top Executive - Office/Country	GMA.D1.003.EOH	please select Geographic Scope of Role / Type of Organization in column F	Head of Organization - Partial Mapping				
	110-0		Top Operating Executive - Worldwide	GMA.D1.004.EFH	please select Geographic Scope of Role / Type of Organization in column F	Head of Function - Partial Mapping				
	111-0		Top Operating Executive - Regional	GMA.D1.004.EFH	please select Geographic Scope of Role / Type of Organization in column F	Head of Function - Partial Mapping				
	112-0		Top Operating Executive - Office/Country	GMA.D1.004.EFH	please select Geographic Scope of Role / Type of Organization in column F	Head of Function - Partial Mapping				
	120-0		Top Finance Executive - Worldwide	FIN.D1.001.EFH	please select Geographic Scope of Role / Type of Organization in column F	Head of Function - Partial Mapping				
	120-1		Controller - Worldwide	FIN.D4.001.E20	General Financial Control - Sub-function Executive 2 (E2)				FIN.04.001.ET3	General Financial Control - Executive Tier 3 (ET3)
	121-0		Top Finance Executive - Regional	FIN.D1.001.EFH	please select Geographic Scope of Role / Type of Organization in column F	Head of Function - Partial Mapping				
	121-1		Controller - Regional	FIN.D4.001.E10	General Financial Control - Sub-function Executive 1 (E1)				FIN.04.001.M60	General Financial Control - Senior Director (M6)
	122-0		Top Finance Executive - Office/Country	FIN.D1.001.EFH	please select Geographic Scope of Role / Type of Organization in column F	Head of Function - Partial Mapping				
	122-1		Controller - Office/Country	FIN.D4.001.M50	General Financial Control - Senior Manager II (M5)				FIN.04.001.M50	General Financial Control - Director (M5)
	130-0		Top Marketing Executive - Worldwide	SMP.D1.003.EFH	please select Geographic Scope of Role / Type of Organization in column F	Head of Function - Partial Mapping				
	131-0		Top Marketing Executive - Regional	SMP.D1.003.EFH	please select Geographic Scope of Role / Type of Organization in column F	Head of Function - Partial Mapping				
	132-0		Top Marketing Executive - Office/Country	SMP.D1.003.EFH	please select Geographic Scope of Role / Type of Organization in column F	Head of Function - Partial Mapping				
	140-0		Top Human Resource Executive - Worldwide	HRM.D1.001.EFH	please select Geographic Scope of Role / Type of Organization in column F	Head of Function - Partial Mapping				
	141-0		Top Human Resource Executive - Regional	HRM.D1.001.EFH	please select Geographic Scope of Role / Type of Organization in column F	Head of Function - Partial Mapping				
	142-0		Top Human Resource Executive - Office/Country	HRM.D1.001.EFH	please select Geographic Scope of Role / Type of Organization in column F	Head of Function - Partial Mapping				
Practice Area (PR employees only)	150-2		Practice Leader	SMP.D5.011.M40	Ad Agency Practice Area Management (Media) - Senior Manager (M4)				SMP.05.011.M40	Ad Agency Practice Area Management (Media) - Senior Manager (M4)
	190-0		Top Information Technology Executive - Worldwide	ITC.D1.001.EFH	please select Geographic Scope of Role / Type of Organization in column F	Head of Function - Partial Mapping				
	191-0		Top Information Technology Executive - Regional	ITC.D1.001.EFH	please select Geographic Scope of Role / Type of Organization in column F	Head of Function - Partial Mapping				
	192-0		Top Information Technology Executive - Office/Country	ITC.D1.001.EFH	please select Geographic Scope of Role / Type of Organization in column F	Head of Function - Partial Mapping				
	200-0		Top Technology Executive	PPM.D2.066.5FH	please select Head of Sub-Function Job Type in column G	Head of Sub-function - Partial Mapping				
	200-1		Technology Executive	PPM.D2.066.5FH	please select Head of Sub-Function Job Type in column G	Head of Sub-function - Partial Mapping				
	200-2		Technology Director	PPM.D2.066.M40	IT Consulting: Solution Delivery Management (High Tech & Professional Services) - Senior Manager (M4)				PPM.02.066.M40	IT Consulting: Solution Delivery Management (High Tech & Professional Services) - Senior Manager (M4)
	200-3		Technology Manager	PPM.D2.066.M30	IT Consulting: Solution Delivery Management (High Tech & Professional Services) - Manager (M3)				PPM.02.066.M30	IT Consulting: Solution Delivery Management (High Tech & Professional Services) - Manager (M3)
	200-4		Technology Professional - Experienced	PPM.D2.066.P30	IT Consulting: Solution Delivery Management (High Tech & Professional Services) - Senior Professional (P3)				PPM.02.066.P30	IT Consulting: Solution Delivery Management (High Tech & Professional Services) - Senior Professional (P3)
	NEW		--	NEW	--	--	--	--	ITC.03.002.ET3	Enterprise Data Architecture - Executive Tier 3 (ET3)
	NEW		--	NEW	--	--	--	--	ITC.03.002.M60	Enterprise Data Architecture - Senior Director (M6)

# Data collection

## Mercer Job Library executive framework changes – 2023 to 2024



**Executive data submitted in 2023 is automatically pre-populated to the new job codes for 2024!**

# Data collection

## Navigating Mercer Data Connector – Overview

Data for 2024 Global Marketing will be submitted in the Mercer Data Connector (MDC) tool.



Agency representatives are notified via email when the MDC tool is open for Global Marketing or when they receive access and can click on a link to access the survey or access this link in the My Participation section in iMercer accounts.



Agency representatives can delegate access if needed.



Agency representatives must upload, validate and submit data in the MDC tool by July 31. (No separate data validation file to review).



No deadline extensions.





# Data collection

## Navigating Mercer Data Connector – Participation dashboard

After entering MDC, launch the campaign for 2024 Global Marketing (GMS) Data Collection and you will see the following tiles and can monitor your progress.

The screenshot displays the Mercer Data Connector interface for the 2024 Global Marketing (GMS) Data Collection campaign. The top navigation bar includes the Mercer Data Connector logo, a 'SUBMIT DATA' button, an 'ORDER PRODUCTS' button, and icons for settings, notifications, and user profile. Below the navigation bar, the breadcrumb trail shows '2024 Global Marketing (GMS) Data Collection' with a 'Back' button. The main content area is titled 'Your Participation Progress' and features three action buttons: 'Download Your Data', 'View Deadlines', and a prominent 'Submit Data' button. A filter section labeled 'Apply Filter' is present with a 'Clear' button and a dropdown arrow. The dashboard is organized into four tiles, each representing a different data collection category. Each tile includes an icon, a progress indicator (a bar with 'NOT STARTED' text), the category name, and a 'BEGIN' or 'ORDER' button. The 'Submit Data to Mercer' tile also shows '0 out of 75 Submitted' and a 'SUBMIT' button. A red circular information icon is overlaid on the bottom right of the 'Submit Data to Mercer' tile.

Category	Progress	Status	Action
Company Data	0 out of 75 Completed	NOT STARTED	BEGIN >
Employee Data	0 out of 75 Completed	NOT STARTED	BEGIN >
Order Products	0 out of 75 Completed	NOT STARTED	ORDER >
Submit Data to Mercer	0 out of 75 Submitted	NOT STARTED	SUBMIT >

# Data collection

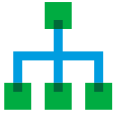
## Navigating Mercer Data Connector – Steps

- Enter organization information in the **Company Data** tile. Check to make sure all agencies/countries you intend to submit data for are listed in the campaign and delegate access if needed.
- Enter **Employee Data** information. In the Employee Data tile download an excel file template, which will be pre-populated with any data submitted from 2023. Update that file with incumbent information and upload to the tool.
- Validate your data by responding to the validation questions. After validation, please hit the **Submit Data** button! No need to enter information in the **Order** tile since Mercer will follow up separately after data collection.
- To access resources including the 2024 GMS job catalogue (with job mapping table) and currency conversion file please click on the information icon on the bottom right.



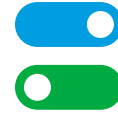
# Data collection

## Navigating Mercer Data Connector – Adding companies & users



### Adding Companies – Steps

- Click the **Gear** Icon on the top right. Click **Companies**.
- Click **Add Company** button to create new company from scratch or use the **Copy** option to copy and modify details of existing company.
- Click **Edit** to modify existing company details. Use the **Delete** button to remove a company permanently. (This will also remove any data you submitted for that entity.)



### Adding Users – Steps

- Click the **Gear** icon. Select **User Access**.
- Click **Add User** or use the **Copy** function to copy an existing user setup as a start for new user.
- Complete the **User information**. Select User Access: **Administrator** or **Delegate**.
- [Video Demonstration: Managing Users – Mercer Data Connector – Compensation & Benefits Surveys Resources Center.](#)

# Data collection

## Navigating Mercer Data Connector – Company data

**0 Errors**

- Organization Type
- Salary Increase
- Allowance Policy
- Notes

### Organization Type

Type of organization \*

- Parent/Corporate
- Subsidiary
- Multi-Division
- Division
- Not Applicable

Parent organization ownership \*

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# Data collection

## Navigating Mercer Data Connector – Employee data

2020 DEMO CAMPAIGN

### Employee Data

- Status
- File Upload**
- Job Match
- Validation

### File Upload

Choose Your Company

2020 MDC Business Review Canada Retail (CA) x

**To update or share your employee data, you'll need to prepare your file using one of these options. First "Choose Your Company(ies)" from the drop down list and then click the blue button below.**

**I participated last year and want to review my pre-populated data.**

Click the "Download Template" button, and Mercer Data Connector will generate an Excel file that contains your data from last year. If you have more than one company/country combination selected, they will be identified in the "Company Name" and "Country Code" columns. This is the easiest way to update your employee data.

**I want to use a blank template.**

Click the "Download Template" button, and Mercer Data Connector will generate an Excel file template. If you didn't participate last year, the template will be blank but if you did participate, data will be pre-populated – just delete it and copy and paste your data into the Excel file – don't modify the columns.

**I want to upload my HRIS file.**

Using an Excel (xlsx only) file, upload your file by clicking the "Upload" button. Once your file is uploaded, Mercer Data Connector will prompt you to map your column headings to Mercer's columns and identify the country/combination the data applies to.

**Download Template**

# Data collection

## Navigating Mercer Data Connector – Employee data template

Interactive Guide

The screenshot shows a spreadsheet interface with a blue header row containing the following column names: Country of employee, Employee identifier, Survey job code, Survey job title, Job code within your organization, Job title within your organization, Position title of the person to whom the employee reports, Employee primary discipline, and Creative specialty flag (digital marketing employees only). A pink callout box with a white background and a pink border is positioned over the 'Employee primary discipline' column header. The text inside the box reads: "Click on the Column Header to launch the Guide tab for detailed descriptions,". A red arrow points from the 'Employee primary discipline' header to the 'Employee primary discipline' column in the 'Guide' tab below.

Click on the **Column Header** to launch the **Guide** tab for detailed descriptions,

The 'Guide' tab is open, showing a table with the following columns: Question, Question Code, Description, Applicable for Countries/Regions, and Options. The 'Employee primary discipline' row is highlighted. The 'Description' column contains a list of marketing disciplines with their definitions.

Question	Question Code	Description	Applicable for Countries/Regions	Options
Employee primary discipline	EMP_GMS_06	Select the sector served by the employee. Advertising - Create marketing campaigns designed to persuade consumers to purchase or use a certain product or service. Digital Marketing - Promote products and services using digital distribution channel (internet, mobile and other interactive channels) to reach consumers in a timely, relevant, personal and cost-effective manner. Direct - Companies develop programs for their clients that directly connect with consumers through commercial communication (mail, e-mail and telemarketing) to derive a specific action. Healthcare Communications Marketing - Specialize in creating marketing programs for healthcare companies. Media - Help their clients choose the right media for their advertising communications programs and execute those placements by reserving and purchasing media space and time for the content. Public Relations - Promote and establish favorable relationships with the public by conveying messages through the media on behalf of a client. Combination - Combination of any options above. Go Back	BR, AR	Advertising Digital Marketing Healthcare Communications Marketing Media Public Relations Combination

# Data collection

## Employee data template – Job codes & specialty refinements

Employee job code matching & titles:

Company Name	Country/Region Code	Country of employee	Employee identifier	Survey job code	Survey job title	Job code within your organization	Job title within your organization	Position title of the person to whom the employee reports
<p>For templates with multiple companies, two extra columns will appear: Company Name &amp; Country/Region Code. Complete these first.</p>								

Specific job family refinement flags:

Employee primary discipline	<p>Creative specialty flag</p> <p><b>Now open to all sectors!</b></p>	Practice area (public relations employees only)	Data/statistical analytics/digital planning and execution (data/statistical analytics and digital planning & execution employees only)	Studios (studios employees only)	Video production (video production employees only)	Search/social (search and social employees only)	Global leader	Buying activity (media buying employees only)
							<p><b>New in 2024!</b></p>	

# Data collection

## Employee data template – Location, scope & pay

Location & Scope Details:

Expatriate	Workplace postal/ZIP code for employee's primary location	Home postal/ZIP code for employee's location (full-time remote employees only)	Office/workplace total number of employees	Revenue for the business this role is in (in USD)	Executive/Director role organization type  Executive tiers (ET1-ET3) and director levels (M6-M5) positions only	Geographic scope of role	Multiple brand responsibility
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New in 2024!

To convert revenue responsibility into USD click the information icon to find the currency conversion file.

Several options available for geographic scope of role such as multi-regional and multi-country.

Base Pay & Allowances:

Employee salary currency	Pay type	Monthly salary	Annual base salary (equivalent to full-time employment)	Tuition allowance (annual)	Housing allowance (annual)	Cost of living allowance for expatriates only (annual)	All other annual guaranteed cash amount	All other annual guaranteed cash description
--------------------------	----------	----------------	---	----------------------------	----------------------------	--	---	--

All other annual guaranteed cash refers to "Other Allowances". Do not report Car Allowance in these fields.



# Data collection

## Employee data template – Short & long-term incentives

STI & LTI values:

Short-term incentive (variable bonus) eligibility	Short-term incentive (target) as percentage of base salary	Short-term incentive (variable bonus) amount (actual) (annual)	Long-term incentive eligibility	Long-term incentive received	Long-term incentive maximum as a percentage of base	Long-term incentive target as a percentage of base	Actual LTI value awarded
---	--	--	---------------------------------	------------------------------	---	--	--------------------------

LTI Plan Types & Car Allowance:

Stock/share options (11)	Share appreciation rights (SARs) (12)	Restricted shares/share units (21)	Performance shares/share units (22)	Performance cash units (31)	Long-term cash (32)	Car allowance (annual)
--------------------------	---------------------------------------	------------------------------------	-------------------------------------	-----------------------------	---------------------	------------------------

Please note Car Allowance is located following LTI plan types.

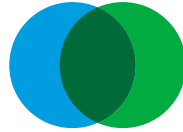
# Data collection

## Job matching reminders



### Matching Your Jobs

- Use your resources to understand your jobs
  - Line managers, peers, and Mercer
- Each incumbent should be matched to only one position
- Match on job content
  - Not job title
  - Not the incumbent in the job



### A Good Match

- All duties described may not be performed
  - Good match represents at least 80% of benchmark position
- If major responsibilities in job description are not a part of your position (or vice-versa), another match may be more appropriate



### Hybrid Jobs

- Some jobs are too unique to match (e.g. incumbent spends 50% in marketing, 50% in IT)
- Contains 60% or more job content, otherwise exclude

# Data collection

## Navigating Mercer Data Connector – Validations

Mercer DATACONNECTOR

> Your Participation Progress > Status > Validations

Back

Status

File Upload

Job Match

Validation

Validations

Choose Your Company

SELECT YOUR TYPE

Job Match (0) Required (1) Optional (1) Resolved (112) Advanced Filter

Results - You have 114 Items.

To dismiss multiple items, check the box next to each one and click the Dismiss button. Dismiss

<input checked="" type="checkbox"/>	Category	Error Description	Status	Number of Incumbents	Action
<input checked="" type="checkbox"/>	Base Salary	This field requires a number format (e.g., 56.999 or 67)	REQUIRED	3	FIX ERROR
<input checked="" type="checkbox"/>	Base Salary	This field requires a number format (e.g., 56.999 or 67)	OPTIONAL	3	REVIEW
<input checked="" type="checkbox"/>			RESOLVED	10	VIEW
<input checked="" type="checkbox"/>			RESOLVED	39	VIEW




For each validation item select one of three actions: Fix, Dismiss or Exclude.

*After all sections are complete, select Submit Data to Mercer.*

# Data collection

## Navigating Mercer Data Connector – Validations

There are three actions to take when presented with an audit:

-  **Fix the error:** The tool is user friendly, and you can address any corrections through this without redoing the incumbent submission.
-  **Dismiss:** This accepts the entry as is and Mercer may take further action if required.
-  **Exclude:** This omits the entire line of data from being included in the submission. *Use with caution.*

Be sure to understand the difference between Dismiss and Exclude

# Data collection

## Mercer resources & contact information



Find all the information you need on Mercer Data Connector including FAQs, videos, upcoming training courses, and more:

[Mercer Resources Center](#)

[resources.mercer.com](https://resources.mercer.com)

For information about Global Marketing visit [www.imercer.com/gms](https://www.imercer.com/gms)

For help with Mercer Data Connector access and technical issues:

### **Americas**

Mercer Contact Center

800 333 3070

[surveys@mercer.com](mailto:surveys@mercer.com)

### **Asia Pacific**

Client Solutions Asia

[client.solutions.asia@mercer.com](mailto:client.solutions.asia@mercer.com)

### **EMEA**

Veronika Karandashova

[veronika.karandashova@mercer.com](mailto:veronika.karandashova@mercer.com)

For help with specific survey questions:

### Survey Lead

Nicole Aronov

502 938 8307

[nicole.aronov@mercer.com](mailto:nicole.aronov@mercer.com)

### Survey Advisors

Mark Bowling

[mark.bowling@mercer.com](mailto:mark.bowling@mercer.com)

Bill Strobl

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# Data results

4

# Data integrity

All data is confidential and reported aggregately to protect participant confidentiality

Statistic	# Organizations	# Observations	# Holding Companies
Average or Mean	3 (4 – CA, 5 – US)	3 (4 – CA, 5 – US)	2
10 <sup>th</sup> Percentile	5	10	2
25 <sup>th</sup> Percentile	5	5	2
50 <sup>th</sup> Percentile or Median	4 (5 – US)	4 (5 – US)	2
75 <sup>th</sup> Percentile	5	5	2
90 <sup>th</sup> Percentile	5	10	2



# Access to results

- Participants access survey results via Mercer WIN®.
- Mercer publishes the survey results and all associated report files.
- Search and summarize Mercer Market Data.
- Access multiple Mercer surveys and refinements in one view.
- Combine jobs and age data.
- Print and export results as you desire.

The screenshot displays the Mercer WIN user interface. At the top, the 'TALENT IMPACT' logo is on the left, and the 'MERCER' logo is on the right. Below the header, there's a navigation bar with a home icon and a 'Progress Center' dropdown. The main content area is divided into several sections:

- My Homepage:** A row of six icons representing different features: Mercer Market Data, Diagnostic Report, My Jobs, My Employees, and My Library.
- My Dashboard:** A central area with three main widgets:
  - Competitive Snapshot:** A grid of colored squares (red, yellow, green) representing data points across various categories like Administration, Call Centre, etc.
  - I Want To...:** A list of links for downloading reports and viewing market data by job or position class.
  - My Market Views:** A table with filters for year (2015) and country (United States), and a search bar. Below is a table with columns for Market View, Country, and Year.
- My Market Views Table:**

Market View	Country	Year
<a href="#">2015 US GMS</a>	United States	1 May 2...
- Mercer News:** A sidebar with news items, including one about Mercer Learning Australia's new website and another about IPE eLearning.



# Access to results

## Visit the Mercer WIN Homepage

[http://www.imercer.com/content/Mercer\\_WIN\\_homepage.aspx](http://www.imercer.com/content/Mercer_WIN_homepage.aspx) for:



Training demos/webcasts



Quick reference guides



FAQs



System requirements



Questions:

- [globalmarketing@mercer.com](mailto:globalmarketing@mercer.com)
- Customer Service Representative 800 333 3070 or [surveys@mercer.com](mailto:surveys@mercer.com)

The screenshot shows the Mercer WIN homepage. At the top, there is a navigation bar with the Mercer logo, a welcome message, and links for LOGIN / REGISTER, CHANGE LOCATION, and UNITED STATES. Below this is a secondary navigation bar with links for REWARDS, GLOBAL MOBILITY, WORKFORCE SOLUTIONS, TECHNOLOGY SOLUTIONS, EVENTS/TRAINING, and SERVICES, along with a search bar. The main content area features a large banner for 'MERCER WIN | CORE' with the text 'Get to know Mercer WIN | Core, the new standard in workforce data and analysis.' To the left of the banner is a sidebar menu with categories like 'What is Mercer WIN?', 'Resources', 'Training & Support', 'Contact', and 'Log in to Mercer WIN'. Below the banner are three promotional tiles: '30-day FREE trial', 'See Mercer WIN in Action', and 'Start Training'.

# **Mercer data connector demonstration**

**5**

# Questions & answers



# Appendix

6

# Mercer Data Connector (MDC)

- MDC tool will be further enhanced and customized for Global Marketing.
- 20 countries in scope for 2024.
- Users can upload data for various markets/agencies and delegate access.
- Real-time validation.
- Data pre-population from 2023.
- Easy to navigate progress via Participation Switchboard.

The screenshot displays the Mercer Data Connector (MDC) interface for the 2022 Global Marketing (GMS) Data Collection. The header includes the Mercer Data Connector logo, navigation buttons for 'SUBMIT DATA' and 'ORDER PRODUCTS', and user settings icons. The main content area shows a progress dashboard with four data collection categories:

- Company Data:** IN PROGRESS (0 out of 32 Completed), with a 'CONTINUE' button.
- Employee Data:** NOT STARTED (0 out of 32 Completed), with a 'BEGIN' button.
- Long Term Incentive Plans:** NOT STARTED (0 out of 32 Completed), with a 'BEGIN' button.
- Order Products:** NOT STARTED, with an 'ORDER' button.

A footer notice states: "We use cookies to improve your experience. By using our site, you agree that we can place cookies on your device. Please see our [Privacy Statement](#) for details." An information icon is visible in the bottom right corner.

# Mercer Job Library (MJL)

Global Marketing Survey positions transitioned to Mercer Job Library.



## Single catalogue

Based on “**nature of work**” across mercer’s thousands of surveys; supports emerging and mature markets, large and small companies, and different industries.



## Clear relationship between jobs

Allows Mercer to provide appropriate alternatives, through the **data roll-ups**, when insufficient data exists.



## Across all countries

**Simplifies** and **standardizes** our global and regional surveys and the market data for our multi-national clients.



## Mercer WIN enhancements

Online platform is more intuitive. Improved, browser-like filters and helpful fly-outs.

Special thanks to our agency contacts for providing input to the mapping to MJL and new positions for 2024!

# MJL benefits for global marketing



Underpinned by universal and cutting-edge job sizing and nature of work research to help align and standardize positions across markets.



Global catalogue with ad-agency positions that align to Global Marketing positions.



Offers levels for different career tracks: Para-Professional, Professional, Management and Executive (P1, P2, P3, M1, M2, etc.)



Aligns with leveling methodology of other surveys, such as TRS, and offers core job and combined job statistics in survey results.



# Level alignment

GMS Level	GMS Level Description	Library Level	Library Level Description
<b>Top Executive (Level 0)</b>	Identifies, develops, and directs the implementation of business strategy. This is your top-level position within each job family. Usually only one employee, the most senior, is matched at this level. Typically has 12 or more years of experience.	<b>OH – Organization Head</b> <b>FH – Function Head</b> <b>Sub-function Head</b>	Worldwide: E4S, Regional: E3S, Country: E2S Worldwide: E34, Regional: E24, Country: E14 Worldwide: E30, Regional: E20, Country: E10
<b>Executive (Level 1)</b>	Plans, develops, and implements business strategy. This level typically reports to your agency's Top level in the family. Typically has 10 or more years of experience.	<b>Sub-function Head</b>	Worldwide: E20, Regional: E10, Country: M50
<b>Director (Level 2)</b>	This position has clear and distinct accountability for business results. Establishes and monitors standards, processes, and communications. Typically has eight or more years of experience.	<b>M4 Senior Manager</b>	A Senior Manager (M4) typically manages a department or small unit that includes multiple teams led by Managers and/or Team Leaders. Responsibilities typically include: <ul style="list-style-type: none"> <li>• Ownership of short to mid-term (1-3 years) execution of functional strategy and the operational direction of the Department.</li> <li>• Problems faced are often complex and require extensive investigation and analysis.</li> <li>• Requires ability to influence others to accept practices and approaches, and ability to communicate and influence executive leadership.</li> </ul>
<b>Manager (Level 3)</b>	Has responsibility for development, coaching of staff (i.e., hiring, firing, performance, salary increases, etc.), and managing and monitoring standards set by higher executives. Typically has five or more years of experience.	<b>M3 Manager</b>	A Manager (M3) manages experienced professionals who exercise latitude and independence in assignments. Responsibilities typically include: <ul style="list-style-type: none"> <li>• Policy and strategy implementation for short-term results (1 year or less).</li> <li>• Problems faced are difficult to moderately complex.</li> <li>• Influences others outside of own job area regarding policies, practices and procedures</li> </ul>
<b>Experienced (Level 4)</b>	Under moderate direction, works within significant limits and authority on assignments of higher complexity and coordination. Possesses demonstrated knowledge and skills, including product and industry. May provide guidance and assistance to lower-level associates and other functional areas. Typically has 3 - 5 years of experience.	<b>P3 Senior Professional</b>	A Senior Professional (P3) applies advanced knowledge of job area typically obtained through advanced education and work experience. Responsibilities typically include: <ul style="list-style-type: none"> <li>• Managing projects/processes, working independently with limited supervision.</li> <li>• Coaching and reviewing the work of lower level professionals.</li> <li>• Problems faced are difficult and sometimes complex.</li> </ul>
<b>Intermediate (Level 5)</b>	Under moderate supervision, works within specific limits and authority on assignments of moderate complexity. Possesses functional knowledge and skills reflective of a fully competent practitioner. Typically has 1 - 3 years of experience.	<b>P2 Experienced Professional</b>	An Experienced Professional (P2) applies practical knowledge of job area typically obtained through advanced education and work experience. Responsibilities typically include: <ul style="list-style-type: none"> <li>• Works independently with general supervision.</li> <li>• Problems faced are difficult but typically not complex.</li> <li>• May influence others within the job area through explanation of facts, policies and practices.</li> </ul>
<b>Entry (Level 6)</b>	Under close supervision and guidance, works within narrowly defined limits and authority on assignments of low complexity. Possesses basic functional knowledge and skills reflective of study and/or on job development. Typically, has less than one year of experience.	<b>P1 Entry Professional</b>	An Entry Professional (P1) applies broad theoretical job knowledge typically obtained through advanced education. Responsibilities typically include: <ul style="list-style-type: none"> <li>• Work is closely supervised.</li> <li>• Problems faced are not typically difficult or complex.</li> <li>• Explains facts, policies and practices related to job area.</li> </ul>



# Position alignment – Top positions

JF Code	JF Title	MJL Mapping	MJL Specialization Title
100	Top Executive – Worldwide	GMA.01.003	Head of Organization (CEO)
101	Top Executive – Regional	GMA.01.003	Head of Organization (CEO)
102	Top Executive – Office/Country	GMA.01.003	Head of Organization (CEO)
110	Top Operating Executive – Worldwide	GMA.01.004	Chief Operating Officer (COO)/Head of Operations
111	Top Operating Executive – Regional	GMA.01.004	Chief Operating Officer (COO)/Head of Operations
112	Top Operating Executive – Office/Country	GMA.01.004	Chief Operating Officer (COO)/Head of Operations
120	Top Finance Executive – Worldwide	FIN.01.001	Head of Finance & Accounting (CFO)
120-1	Controller - Worldwide	FIN.04.001	General Financial Control
121	Top Finance Executive – Regional	FIN.01.001	Head of Finance & Accounting (CFO)
121-1	Controller - Regional	FIN.04.001	General Financial Control
122	Top Finance Executive – Office/Country	FIN.01.001	Head of Finance & Accounting (CFO)
122-1	Controller - Office/Country	FIN.04.001	General Financial Control
130	Top Marketing Executive – Worldwide	SMP.01.003	Head of Marketing
131	Top Marketing Executive – Regional	SMP.01.003	Head of Marketing
132	Top Marketing Executive – Office/Country	SMP.01.003	Head of Marketing
140	Top Human Resource Executive – Worldwide	HRM.01.001	Head of Human Resources
141	Top Human Resource Executive – Regional	HRM.01.001	Head of Human Resources
142	Top Human Resource Executive – Office/Country	HRM.01.001	Head of Human Resources
150	Practice Leader	SMP.05.011	Ad Agency Practice Area Management (Media)
190	Top Information Technology Executive – Worldwide	ITC.01.001	Head of Information Technology (CIO)
191	Top Information Technology Executive – Regional	ITC.01.001	Head of Information Technology (CIO)
192	Top Information Technology Executive – Office/Country	ITC.01.001	Head of Information Technology (CIO)

# Position alignment – Families

JF Code	JF Title	MJL Mapping	MJL Specialization Title
200	Technology	PPM.02.066	IT Consulting: Solution Delivery Management (High Tech & Professional Services)
210	Applications Engineer	ITC.06.001	General IT Applications Development
220	Database Administration	ITC.08.074	IT Database Administration
230	Software Developer	ITC.06.022	General IT Systems Software Development
260	Front End Development	ITC.06.044	Website Design & Development: Communications & Marketing
280	User Experience Information Architect	CRT.03.024	User Experience Design (UXD)
290	Global Account Leader	SMP.09.024	Account Management (Ad Agencies)
295	Global Creative Leader	CRT.04.005	Advertising Creative (Ad Agencies)
300	Account Management	SMP.09.024	Account Management (Ad Agencies)
310	Creative	CRT.04.005	Advertising Creative (Ad Agencies)
315	Design	CRT.04.007	Digital Advertising Concept Design (High Tech, Media & Entertainment)
320	Strategy/Planning	SMP.02.024	Advertising Media Planning & Strategy
330	Media Planning	SMP.02.048	Digital Media Planning (Ad Agencies)
340	New Business	SMP.02.021	Business Development Strategy & Planning
360	Top Medical Director	SMP.04.124	Life Sciences Medical Education (Ad Agencies)
370	Project Management	PPM.02.070	Advertising/Marketing Project Management (Ad Agencies)
380	Production	CRT.04.029	General Advertising Production
400	Data/Statistical Analytics	DAW.02.009	Online Marketing/Advertising Analytics (Ad Agencies)
430	Client Finance	SMP.09.025	Client Finance Management: Advertising/Marketing (Ad Agencies)
440	Research and Insights	SMP.06.001	Market Research & Analysis
450	National Broadcast Buying	SMP.05.012	Media Buying (Ad Agencies)
460	Regional Broadcast Buying	SMP.05.012	Media Buying (Ad Agencies)
490	Print Buying	SMP.05.012	Media Buying (Ad Agencies)
500	Digital Planning & Execution	SMP.05.010	Online/Digital Advertising
510	Digital Strategy	SMP.02.049	Digital Media Strategy (Ad Agencies)
540	Medical Writer	SMP.04.124	Life Sciences Medical Education (Ad Agencies)
560	Corporate Communication	CCA.02.001	General Communications & Corporate Affairs
570	Programmatic	SMP.05.014	Media Campaign Operations (Ad Agencies)
580	Studios	CRT.06.081	Studio/Stage Management (Media)
590	Video Production	CRT.06.057	Film/Show/Program: Video Content Design & Editing (Media)
600	Search	SMP.04.070	Search Engine Marketing
610	Social	SMP.04.065	Social Media Marketing
620	Internal Consultancy	SMP.02.045	Market Planning

