

SALARY INCREASE RECOMMENDATION

Business Justification:	Retention Issues
Retention Risk	Medium: Employee is stable but showing signs of disengagement or has limited growth visibility.
Employee Name:	John Doe
Benchmark Job Title:	VP of Marketing
Benchmark Job Level:	VP
Tenure:	5.5 yrs.
Current Location:	NYC
Manager TCC:	Mary Jane - \$900k Base + 50% Bonus
Direct Report (s) TCC:	Emily Brown- \$110k Base + 10% Bonus
FLSA Job Classification:	Exempt

PAY RECOMMENDATION

Salary Increase %:	Min %:	6%	Max %:	8%
Base Pay:	Min \$:	\$238,500	Max \$:	\$243,000
Annual Bonus:	Fixed % By Job Level	30%	Fixed % By Job Level	30%
New TCC:	Min \$:	\$310,050	Max \$:	\$315,900

INTERNAL VS EXTERNAL MARKET ANALYSIS

Data Sources	25th P Base (Min)	50th P Base (Mid)	75th P Base (Max)	25th P Bonus (Min)	50th P Bonus (Mid)	75th P Bonus (Max)
External Market Pay:	\$175,000	\$225,000	\$275,000	\$52,500	\$67,500	\$82,500
Internal Peer Pay:	\$200,000	\$250,000	\$300,000	\$50,000	\$62,500	\$75,000
Finance Budget:	\$150,000	\$200,000	\$250,000	\$20,000	\$40,200	\$63,000

PAY HISTORY (Last 2 Yrs.)

Effective Date	Transaction Reason	Base \$	Bonus Target \$	Bonus Target %	Total Target Comp
2024	Current Comp	\$225,000	\$25,000	11%	\$250,000
2023	Merit Increase	\$218,250	\$24,250	11%	\$242,500
2022	Merit Increase	\$211,703	\$23,523	11%	\$235,225

Internal Comp Ratio: -10%

External Comp Ratio: 0%

SUMMARY

Fixed Bonus Target % By Job Level Guidelines:

- Non Exempt- 5%
- Exempt Individual Contributor- 8%-15%
- Manager- 10%-15%
- Director- 20%-25%
- VP- 25%-30%

Market Informed Salary Increase Cap:

- 6-8 %- Market Adjustment
- 12-18 %- Promotion
- Exceptions depend on our desired competitiveness in talent retention .

Comments From Comp Team:

1. There were no pay compression issues identified, as John's salary does not exceed that of his manager, Jane, nor does it fall below that of his direct report, Emily. Additionally, his salary aligns with both external market rates and internal peer pay ranges across the organization.
2. Pay equity validated. No gaps identified based on available peer compensation and demographic data.
3. Considering that John may be at risk of leaving due to retention factors, the Compensation Team recommends an off-cycle salary increase of 6-8% (outside of year end comp planning cycle). This adjustment is consistent with industry standards and aims to reflect emerging market trends and recognize John's contributions.
4. Salary increase proposal is also aligned with Finance Budget

NEXT STEPS: Align on the following survey matches with Business Unit Leader and HRBP- before finalizing the final offer*

Survey	Job Title	Job Description
Towers Watson	VP of Marketing	A Vice President of Marketing oversees the development and execution of strategic marketing plans to drive growth and enhance brand recognition. They collaborate closely with sales, product development, and customer service teams to align marketing initiatives with business objectives.
Mercer	VP of Marketing	The VP of Marketing is responsible for shaping the company's marketing strategies, including market research, branding, and promotional campaigns. They lead a team of marketing professionals to innovate and adapt to changing market conditions and consumer preferences.
Radford	VP of Marketing	As the head of the marketing department, the VP of Marketing sets the vision for all marketing and advertising efforts, ensuring they are data-driven and aligned with the company's strategic goals. They also manage budget allocation and ROI analysis to maximize marketing effectiveness.
ERI	VP of Marketing	The Vice President of Marketing directs the creation and implementation of comprehensive marketing strategies to engage customers and boost company revenue. They leverage digital and traditional marketing tools to enhance the company's presence in a competitive landscape.
Korn Ferry	VP of Marketing	In this role, the VP of Marketing orchestrates the company's marketing campaigns, focusing on increasing market share and customer loyalty. They oversee the integration of new technology and analytics to track campaign performance and adjust strategies as necessary.

Assuming 100% weighting survey job matching exercises, and market data is based off company's top 50- 60 peer groups/ competitors.