

2021

SALARY GUIDE



DevStaff Canada

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Whether you're looking to hire or promote employees, this Salary Guide will equip you with the information you need to ensure your search is a success.

Finding the right candidate takes time and money.

Even amid COVID-19, there's a scarcity of skilled technical candidates. The best-of-the-best are still employed, so companies are continuing to scoop up every ounce of technical talent available.

With so many competitors vying for just a handful of talented candidates, knowledge of the job market is critical.



Looking in obvious places will not yield the results you need to staff your technical department with superstars.

Even if you are able to attract the right candidates, do you know what kind of job offer they're expecting?



Money isn't the only thing that motivates someone to perform well at their job, but it certainly factors in heavily.

Compensation for developers changes so often it's hard to stay on top of how much the best candidates are really expecting.

Certain skills hold more value from one year to the next. The scarcity of candidates can drive up salary rates, and competitors can outbid you. That's why we've put together this guide, to help you get a better understanding of the technical talent market.

How do you know exactly what benefits to offer?



There's no one-size-fits-all job offer, and that's especially true when trying to land technical talent.

Knowing how to write a job description that attracts these highly sought after candidates can be a daunting task in itself. You'll need your technical department to put time into the hiring process if you want to produce an offering that clearly communicates the specifics of the role, and compensates the candidate fairly for their experience.

The truth is **64% of job candidates choose not to negotiate after they've received their first offer.**

If you don't hit their desired salary expectation the first time you could lose the chance to hire them. It's important to understand that candidates are looking for so much more than just salary. If you don't take the time to uncover what is motivating the candidate, then how can you be confident your job offer will be accepted?

In order to close top talent, you have to sell the candidate on your company by pitching a total compensation package that appeals to their individual interests.



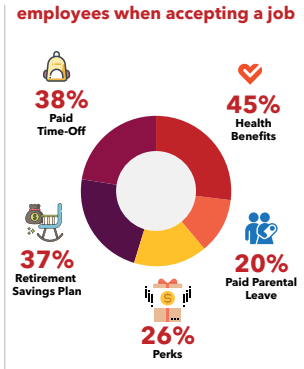
Today technical professionals are looking for job offers that go beyond base pay.

The salary shouldn't be the only impressive part of the job you're offering. Elite candidates won't settle for an offer that doesn't promise a healthy work-life balance.

Make your vacant roles more appealing with intriguing benefits that candidates won't find elsewhere.



The benefits that matter most to employees when accepting a job



Try grabbing the attention of your candidates with perks like:

- ✓ Top-notch healthcare benefits
- ✓ Bonuses worth striving for
- ✓ Options to work from home
- ✓ Building a career development plan
- ✓ Exciting company retreats
- ✓ Complimentary healthy lunches and fitness programs
- ✓ Paid volunteer time
- ✓ Continuing education reimbursement
- ✓ Desirable flex time

You should also be prepared to describe your company culture, like how teams collaborate and receive feedback.

Take it one step further by educating candidates who are relocating on the pleasant lifestyles of your city. Show them what it would be like to work in your area and all the best things about it.

Offering the total compensation package is the best way to influence elite candidates to sign on the dotted line.

More experience = higher pay

There is a huge range of skills that serve as valuable experience for technical professionals. Certain certifications or education may be required by your customers before even allowing a developer to begin working on one of your projects.

Technical candidates with these certifications will expect to be compensated for these abilities, which can complicate your salary structure.

Remembering to take into account each individual skill or certification prior to presenting a job offer gives you an advantage when closing the candidate. Expecting a Full Stack developer with a masters degree in Computer Science to accept an entry level salary, will not only lead the candidate to reject your offer but can also hurt the reputation of your company for future hires.



CATEGORY	POSITION	LOW	AVERAGE	HIGH
Leadership				
	CIO	123,000	197,000	254,000
	CTO	131,000	237,000	256,000
	CISO	100,000	140,000	235,000
	VP of IT	205,000	238,000	254,000
	Director of Technology	115,000	129,000	161,000
	Scrum Master	100,000	140,000	192,000
	Agile Coach	85,000	100,000	104,000
	Manager	78,000	100,000	132,000
	Project Manager	81,000	110,000	140,000
App Dev				
	Systems Analyst	53,000	75,000	97,000
	Applications Architect	75,000	108,000	132,000
	Business Systems Analyst	65,000	73,000	95,000
	Cloud Computing Analyst	56,000	65,000	73,000
	CRM Business Analyst	51,000	64,000	91,000
	CRM Technical Developer	78,000	105,000	178,000
	Developer/Programmer Analyst	70,000	84,000	91,000
	ERP Business Analyst	78,000	82,000	85,000

CATEGORY	POSITION	LOW	AVERAGE	HIGH
App Dev				
	ERP Technical Function Analyst	64,000	74,000	101,000
	ERP Technical Developer	74,000	94,000	105,000
	Lead Applications Developer	81,000	96,000	132,000
	Mobile Applications Developer	54,000	68,000	93,000
	Director of Technology	115,000	129,000	161,000
	Scrum Master	100,000	140,000	192,000
	Agile Coach	85,000	100,000	104,000
	Manager	78,000	100,000	132,000
	Project Manager	81,000	110,000	140,000
Consulting and Systems Integration				
	Director	90,000	120,000	178,000
	Project Manager/Senior Consultant	57,000	96,000	102,000
	Staff Consultant	80,000	95,000	129,000
Data/Database Administration				
	Big Data Engineer	72,000	98,000	103,000
	Database Manager	79,000	85,000	110,000
	Database Developer	53,000	75,000	100,000
	Database Administrator	59,000	81,000	119,000
	Data Architect	86,000	100,000	131,000
	Data Modeler	60,000	66,000	67,000
	Data Scientist	61,000	84,000	110,000
	Data Warehouse Analyst	98,000	103,000	107,000
	Business Intelligence Analyst	60,000	69,000	84,000
	Data Report Analyst	51,000	65,000	75,000
QA and Testing				
	QA Engineer - Manual	65,000	73,000	98,000
	QA Engineer - Automated	61,000	73,000	90,000
	QA/Testing Manager	85,000	100,000	120,000
	QA Associate/Analyst	60,000	67,000	76,000
Web Dev				
	Senior Web Developer	64,000	85,000	102,000
	Web Developer	41,000	59,000	83,000
	Front End Web Developer	45,000	63,000	85,000

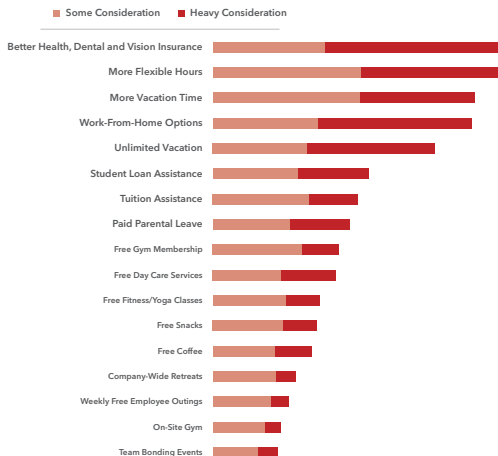
CATEGORY	POSITION	LOW	AVERAGE	HIGH
Web Dev				
	Web Administrator	43,000	67,000	83,000
	Web Designer	38,000	52,000	69,000
	E-Commerce Analyst	65,000	71,000	80,000
	DevOps Engineer	59,000	84,000	112,000
	iOS Developer	65,000	100,000	120,000
	Android Developer	55,000	71,000	93,000
	Mobile Developer	47,000	71,000	90,000
	.Net Developer	61,000	75,000	100,000
	Full Stack Developer	46,000	68,000	90,000
	Java Developer	65,000	100,000	120,000
	SQL Developer	45,000	63,000	86,000
	Sharepoint Developer	53,000	75,000	152,000
	Back-end Developer	42,000	75,000	102,000
Network/Telecom				
	Product Manager	63,000	89,000	119,000
	Software Engineer	61,000	85,000	120,000
	Software Developer	53,000	75,000	101,000
	Wireless Network Engineer	55,000	70,000	93,000
	Network Administrator	43,000	64,000	84,000
	Telecommunications Manager	120,000	121,000	133,000
	Telecommunications Specialist	51,000	80,000	152,000
	NOC Technician	44,000	50,000	58,000
Security				
	Data Security Analyst	48,000	66,000	92,000
	Systems Security Administrator	48,000	71,000	101,000
	Network Security Administrator	53,000	68,000	71,000
	Network Security Engineer	44,000	69,000	96,000
	Information Systems Security Manager	77,000	80,000	92,000
	IT Auditor	54,000	70,000	173,000
Software Development				
	Product Manager	63,000	89,000	119,000
	Software Engineer	61,000	85,000	120,000
	Software Developer	53,000	75,000	101,000

CATEGORY	POSITION	LOW	AVERAGE	HIGH
Technical Services				
	Manager	53,000	128,000	175,000
	Desktop Support Analyst	48,000	58,000	83,000
	Systems Administrator	48,000	68,000	91,000
	Systems Engineer	56,000	85,000	120,000
	Help Desk Tier 3	50,000	65,000	77,000
	Help Desk Tier 2	48,000	60,000	72,000
	Help Desk	32,000	45,000	63,000
	Instructor/Trainer	45,000	65,000	90,000
	PC Technician	55,000	68,000	71,000
	Business Continuity Analyst	50,000	67,000	80,000
	Hardware Analyst	50,000	65,000	78,000
	Deployment Technician	50,000	64,000	86,000
	Product Support Specialist	45,000	61,000	92,000
	Mobile Device Support Analyst	58,000	70,000	92,000
	Site Reliability Engineer	61,000	91,000	128,000
	Computer Operator	32,000	59,000	75,000
	Mainframe Systems Programmer	56,000	81,000	121,000



2021 In-demand technical positions

It's true, there are all sorts of technical roles, and thousands of technical candidates out there. The problem is that very few of those candidates have the specialized skills that you need.



This talent war means every business is competing for the same small pool of talent. The immediate impact a qualified candidate can make on your company's bottom line, is the main reason why it's imperative that you find something or someone to help differentiate your approach when sourcing, interviewing and hiring these professionals.

Below are the specific skill sets that are even more scarce.

2021 hard to fill positions across Canada:



.NET Developers



JAVA Developers



Backend + Frontend



Android + iOS Developers



Project Managers

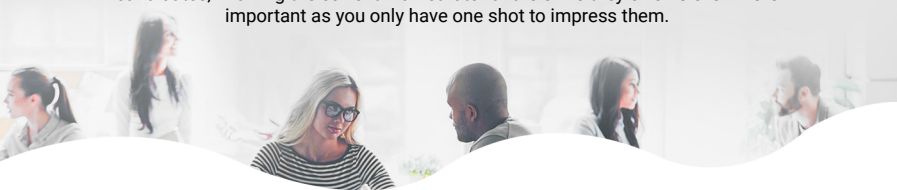


Scrum Master

Tips to fill your pipeline with passive candidates

It's not just your industry that's becoming increasingly reliant on technology. It's becoming more important in every sector, which means every business needs talented technical professionals. This means that the people you need to find, likely aren't looking for a job.

In fact, **75%** of the job market is made up of passive candidates. For these candidates, knowing the current market rate for the skills they offer is even more important as you only have one shot to impress them.



You may need to bring on board a recruiter or headhunter to find these passive candidates, especially if you are working in any of these competitive industries:



- ✔ Healthcare
- ✔ E-commerce
- ✔ Financial Services and Insurance
- ✔ Software Development
- ✔ Mobile Application Development
- ✔ Enterprise Application Development
- ✔ Gaming
- ✔ Marketing
- ✔ Web Application Development
- ✔ Architecture Design
- ✔ Retail
- ✔ Manufacturing

Salaries for technical roles vary by Canadian City



Each region requires its own approach

When you're competing for the most sought after talent, you need to be strategic about your offer. You'll have to adjust your salaries and benefits with regard to what's common in your region. This provides you an opportunity to offer unique perks that your competitors may not be providing.

But if you don't meet the specific requirements of your region, your offer could appear out of touch, causing the candidate to question whether they want to work for you.

Designing an offer that capitalizes on region-specific salary and benefits takes time and effort. A technical recruiting professional has the expertise to do this for you.

Factors that affect regional variation:



It's competitive in Ontario

Southern Ontario is one of the fastest growing areas for tech development. Ontario's strong economy has created job vacancies and reduced unemployment. Financial growth and the demand for technological innovation have amplified the technical skills shortage.

Hiring one of the top technical candidates, from such a small pool of candidates, requires a specialized approach. If you haven't been building a pipeline of technical professionals for more than a decade, it may be difficult to land the talent you need.



Here's how to interview and retain technical talent

Managing today's technical professionals expectations

Technical talent can't be assessed with a traditional approach. You need a legitimate process to measure their skills to be sure you're getting the type of candidate you need.

If you don't have technical leadership to facilitate the interview and communicate the job description, it will be very difficult to place a candidate in the role.

You may need a technical professional to step in, assess the entire situation, and find an immediate solution so you can fill the position and get your technical efforts back on track.



Secrets to retention explained

If you were the best in your field, wouldn't you be looking for more than just a competitive salary? You'd probably want the best work-life balance your skills can buy.

Elite technical talent wants interesting and challenging work, a great company culture, terrific benefits, and a competitive salary to top things off. You'll have to provide them with the full package to ensure they'll agree to your offer, and stick around for years.

Employee retention starts with on-boarding. One of the biggest reasons new hires don't work out is based on bad on-boarding. When done well, on-boarding lays the groundwork for the employee to settle into their role and thrive. Remember, if you don't develop and manage these talented employees, they'll be tempted to entertain a new offer that falls in line with their career motivations.

On-boarding checklist

- ✓ Provide informal orientations to coworkers that will be their teammates
- ✓ Give the employee a few days to get familiar with the with the job requirements
- ✓ Make sure the meetings don't feel rushed, so all their concerns are addressed
- ✓ Provide them the opportunity to get to know the colleagues they'll be working with

Why DevStaff Canada

Full cycle recruiting: we're with you every step of the way

We have the knowledge and experience to ensure that every candidate you work with is not only qualified but also has a demonstrated track record of reliability. Our technical expertise allows us to monitor the employee's progress throughout the entire interviewing and on-boarding process, so you know we're always by your side. We also cover costs like benefits, pension, and other additional expenses which makes hiring simpler and cheaper for you.



These steps might include but are not limited to:

- 1 Taking the hiring manager's job requisition
- 2 Developing a clear job description and identifying must-haves and nice-to-haves for the new hire
- 3 Building your company a robust pipeline of candidates
- 4 Placing a listing for the role on job boards, advertising the opening on social media, or sourcing candidates
- 5 Screening candidates and preparing the hiring manager to interview them
- 6 Presenting an offer to finalists and negotiating its details with them
- 7 Preparing the hire to start the job
- 8 Performance management and on-boarding candidates for the length of their employment



We take the risk and resources out of hiring

Our knowledge in the technical field allows us to thoroughly evaluate a potential hire before you speak with them, ensuring they're qualified for the job even prior to you meeting them. And you'll get them sooner! We have a maximum 72 hour turnaround time for getting a candidate into your office for an interview.

We have the right experience

We've been solving a range of technical issues for large companies since 2001. You can find comfort knowing that we take the time to fully understand your business prior to sourcing talent, and have the skills to fill your vacancies with precisely the right talent for the role.

Partner with DevStaff to fill your technical void and free up your budget, so you can put more money toward the game-changing projects you've always wanted to tackle.



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