Canada IR careers report 2020
METHODOLOGY

Data on corporate roadshow practice is taken from interviews and surveys with 370 IR practitioners as conducted by IR Magazine in Q3 2019.

All monetary amounts in this report are in US dollars, unless otherwise stated.

The peer groups for data comparison in this report are:

- **Canada**: All Canadian companies from the Global IR Survey 2019
- **Global**: All companies from the Global IR Survey 2019
- **US**: All US companies from the Global IR Survey 2019
The average median base salary range for Canadian IR heads matches the global average of $200,000 to $249,999. This is one pay range lower than the median salary for IR heads at US companies. The average bonus Canadian IR heads received in the past year was higher than the global average and just one percentage point lower than the typical bonus for US IR heads.

For Canadian IROs, the average median salary range is $100,000 to $149,999. As with IR heads, the matches the global median salary range and is one pay bracket below US counterparts. At 29 percent of base salary, bonuses for Canadian IROs are proportionately more generous than global and US figures, although US bonuses are likely to be higher in real terms due to their higher base salaries.

**Figure 1: Median salary and average bonus**

<table>
<thead>
<tr>
<th></th>
<th>Canada</th>
<th>Global</th>
<th>US</th>
</tr>
</thead>
<tbody>
<tr>
<td>IR head median salary</td>
<td>$200,000 to $249,999</td>
<td>$200,000 to $249,999</td>
<td>$250,000 to $349,999</td>
</tr>
<tr>
<td>Average bonus</td>
<td>32%</td>
<td>29%</td>
<td>33%</td>
</tr>
<tr>
<td>IRO median salary</td>
<td>$100,000 to $149,999</td>
<td>$100,000 to $149,999</td>
<td>$150,000 to $199,999</td>
</tr>
<tr>
<td>Average bonus</td>
<td>29%</td>
<td>20%</td>
<td>21%</td>
</tr>
</tbody>
</table>
Canadian IR practitioners are more likely to have an IR-related or other related professional qualification than is the norm both globally and in the US. Almost three in 10 working in IR at Canadian companies have an IR-related professional qualification, while other professional qualifications are held by 60 percent – 13 percentage points above the global norm and 20 percentage points higher than US counterparts. One in 10 more Canadian IR professionals have an IR-related qualification than do US IR professionals.

Figure 2: Professional qualifications
Canadian IR professionals generally have a lower level of education than the global average and their US counterparts. While a majority are educated to postgraduate level, 38 percent have a bachelor’s degree and 8 percent have no degree. More than half of US IR professionals have an MBA. These degrees are less popular among Canadian IR professionals, where a broader mix of master’s-level degrees are more common.

**Figure 3: Level of education for IR professionals**

<table>
<thead>
<tr>
<th></th>
<th>Canada</th>
<th>Global</th>
<th>US</th>
</tr>
</thead>
<tbody>
<tr>
<td>No degree</td>
<td>8%</td>
<td>3%</td>
<td>2%</td>
</tr>
<tr>
<td>Bachelor’s (BA, BSc)</td>
<td>38%</td>
<td>42%</td>
<td>51%</td>
</tr>
<tr>
<td>Master’s of business administration (MBA)</td>
<td>27%</td>
<td>25%</td>
<td>10%</td>
</tr>
<tr>
<td>Other master’s (MA, MSc)</td>
<td>27%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Doctorate (PhD, MD)</td>
<td>27%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
ROLE BEFORE IR

Finance & treasury is the most common area for IR professionals to have previously worked in and this trend is more pronounced in Canada than globally or in the US, with 46 percent of Canadian IR professionals having come from this role. More than eight in 10 Canadian respondents to our survey came to IR from a corporate role with only 8 percent coming from a capital markets background. This compares markedly with US IR professionals, 31 percent of whom previously worked in the investment community. No Canadian respondents surveyed have always worked in IR.

Figure 4: Immediate role before IR
IR professionals at Canadian companies are notably more likely than their global or US counterparts to have additional responsibilities outside of IR. This is true in every category surveyed. A majority of Canadian IR professionals have additional corporate communications responsibilities. This is also the case with PR, where significantly more than double the percentage of Canadian IR professionals have this responsibility than do US IR practitioners.

**Figure 4: Job responsibilities other than IR**

![Bar chart showing job responsibilities other than IR for Canada, Global, and US.]

- **Corporate Communications:**
  - Canada: 35%
  - Global: 31%
  - US: 58%

- **PR:**
  - Canada: 23%
  - Global: 24%
  - US: 58%

- **Treasury:**
  - Canada: 7%
  - Global: 9%
  - US: 58%

- **Corporate Strategy:**
  - Canada: 22%
  - Global: 21%
  - US: 58%

- **Corporate Secretarial:**
  - Canada: 6%
  - Global: 6%
  - US: 58%