



# Manitoba Child Care Association

## Market Competitive Salary Guideline Scale

### 2024

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### What is a Market Competitive Salary Guideline Scale (MCSGS) and why does MCCA continue to index it?

The MCSGS is a tool that aims to help identify how much Manitoba child care professionals should earn. MCCA hired People First HR Services to analyze the education, skills, and abilities required of Executive Directors, Early Childhood Educators and Child Care Assistants. They used the job descriptions in MCCA's Human Resource Management Guide for Early Learning and Child Care Programs and recommended salary ranges competitive with other jobs that require similar training and responsibility. The MCSGS provides employers with a guideline for establishing fair compensation, and a logical structure that ensures equity between positions. It is used as part of our advocacy work in recommending adequate funding for a high quality early learning and child care system.

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### What's new for 2024?

The first research-based Market Competitive Salary Guideline Scale was published by MCCA in 2007. At that time, the recommended salary range for an ECE that works directly with children was \$15.00 - \$18.75 per hour. MCCA has been indexing the MCSGS for 15+ years.

KPMG has been contracted (by the Province of Manitoba) to "support the department in developing a more comprehensive framework for wages and benefits"<sup>1</sup> In anticipation of this report, MCCA consulted and considered published data of 2024 predicted increases within the not-for-profit industry, ultimately deciding on a 3% index for the MCSGS 2024.

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### How much do ECEs currently earn?

According to the 2024-2025 Early Learning and Child Care Wage Grid<sup>2</sup> released by the Province of Manitoba (effective July 1, 2024), the starting point for hourly wages are:

- Director ECE III (51-150 spaces) - \$33.06
- Assistant Director (ECE II) - \$26.76
- Supervisor (ECE II) - \$25.43
- ECE III - \$24.31
- ECE - Entry Level - \$21.30

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### What do the levels mean?

Level 1 is the salary scale **minimum**. It is appropriate for someone who meets the educational requirements but lacks the required experience and some of the necessary skills. Level 3 is the salary scale **target**. Reflects the market competitive rate for a fully proficient employee within the job. Level 5 is the salary scale **maximum** and is the end of the scale. It is appropriate for someone who meets the educational requirements, and is fully proficient in the job. Increments are earned based on length of service, high quality performance, or both, depending on the policies of the centre as developed by the board. As individuals gain education and move to new roles, it may not be appropriate to start them at the minimum of their scale, as both training and experience dictate the most appropriate placement between levels 1 and 5.

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<sup>1</sup> [https://www.manitoba.ca/education/childcare/pubs/circulars/elcc\\_2024\\_05\\_circular\\_centres.pdf](https://www.manitoba.ca/education/childcare/pubs/circulars/elcc_2024_05_circular_centres.pdf)

<sup>2</sup> [https://www.manitoba.ca/education/childcare/students\\_workforce/wage\\_grid.html](https://www.manitoba.ca/education/childcare/students_workforce/wage_grid.html)

# Market Competitive Salary Guidelines Scale, For Early Learning and Child Care Centres, 2024

## Do child care centres have to pay market competitive wages to their employees?

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The board of directors of each child care centre is responsible for determining compensation for their employees. MCCA recommends the boards of directors adopt the current or most affordable salary guideline scale as the minimum salary range for all employees, and to compensate all employees at a level appropriate to their educational credentials and years of experience. However, in order to attract and retain educators, it is important that facilities offer salaries that are competitive within the sector.

## How can the MCSGS be used?

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The MCSGS helps ECEs and CCAs know what compensation to look for when seeking employment. The board of directors or centre administrator will find the MCSGS helpful when establishing a fair wage scale for employees, when budgeting, and also when trying to recruit new employees. MCCA provides the MCSGS to government to encourage improvements to child care compensation, enhanced funding, and as a solution to address the recruitment and retention challenge. School divisions, child minding organizations, ECE training institutions, unions and other provincial child care organizations also refer to the MCCA wage scale as it is the only research based salary scale for the child care workforce in Canada.

More information about the MCSGS, including other wage scale options, is available on our website [www.mccahouse.org](http://www.mccahouse.org).

## About the Market Competitive Salary Guideline Scale

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The salaries are based on the definitions and job descriptions in the most recent Human Resource Management Guide for Early Learning and Child Care Programs, Manitoba Child Care Association.

- This salary scale is current as of August 2024, and is designed to reflect the competitive market and relative values within the scale.
- As the infrastructure of staffing varies between centres, the scale may require some adjustment to meet the individual staffing requirements at a centre.

## Market Competitive Benefits Package

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People First HR Services advises that a comprehensive benefits package can be another key factor in attracting and retaining employees. They suggest the following benefits are considered to be market competitive:

- A vacation plan which provides 3 weeks vacation initially, 4 weeks at 5 – 9 years of employment, 5 weeks at 10+ years.
- 8 statutory holidays, plus any additional observed by the Government of Manitoba (i.e. Easter Monday).
- A registered pension plan to which the employer makes a minimum matching contribution of 4%.
- A group medical plan which includes prescription drugs, hospital, paramedical, medical supplies and travel coverage.
- A dental plan which covers preventative, basic and major treatments.
- A short-term disability plan which provides income to the employee for short periods of incapacity. This can be done through an insured plan or through salary continuation.
- A long-term disability plan which provides income to the employee in the event that they can't return to work for an extended period of time.
- Life and accidental death & dismemberment insurance.
- The cost of the group benefits plan should be shared between the employer and the employee with the premiums structured so as to make any benefits under the disability plans tax exempt.

MCCA offers our members a comprehensive group benefits plan through Canada Life that also includes a substantial health and wellness program, a management assistance program, and a retiree plan for those eligible. Employers that offer the MCCA endorsed group benefits plan will find it helpful to recruit and retain employees that want to maintain comprehensive, affordable group benefits coverage. Coverage is transferable to any licensed child care program that participates in the plan.

## MCCA recommends that employers:

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- Require employees to complete 24 hours of professional development in early learning and child care annually.
- Contribute a minimum of 1% of gross annual salary toward the cost of professional development for employees that have successfully completed the probationary period.
- Provide all employees with a salary scale relevant to their position, a job description, personnel policies, and an employment contract upon hiring.
- Employ graduates from Manitoba's approved early childhood education programs (or recognized equivalent) as primary caregivers.
- Develop a written plan to follow should the centre become unable to meet the requirements of the Community Child Care Standards Act, whether related to proportion of trained staff, qualifications of staff, staff to child ratios or group sizes.
- Review and address working conditions for staff.

## Director:

- As defined in *The Community Child Care Standards Act*, Manitoba Regulation 62/86.
- Director I: Manages a facility of 50 spaces or less.
- Director II: Manages a facility of 51-100 spaces.
- Director III: Manages a facility of 101-150 spaces.
- Director IV: Manages a facility of 151-200 spaces.
- Participates in at least 24 hours of ECE professional development per year.
- MCCA recommends that centre directors have a relevant credential in management.

Directors are in charge of the daily management of the centre. They oversee all aspects of the program and are accountable to the Board of Directors. Their duties are primarily managerial, requiring supervision of staff who care for and educate the children.

DIRECTOR:						
2024*		Minimum		Target		Maximum
Job		Level 1	Level 2	Level 3	Level 4	Level 5
<b>Director IV</b> (151-200 spaces)	Hourly	\$51.09	\$53.64	\$56.32	\$59.14	\$62.10
<b>Director III</b> (101-150 spaces)	Hourly	\$42.55	\$44.68	\$46.91	\$49.26	\$51.72
<b>Director II</b> (51-100 spaces)	Hourly	\$38.63	\$40.56	\$42.58	\$44.71	\$46.95
<b>Director I</b> (50 spaces or less)	Hourly	\$33.93	\$35.62	\$37.41	39.28	\$41.24

## Assistant Director/Supervisor II:

- An individual who has the dual responsibility of administration and program delivery. This can include nursery school teachers, unit leaders, assistant directors, and directors who are included in child/staff ration.
- An Assistant Director or Supervisor or whose job description includes a **significant portion of the child care program administration** in a facility of 51 to 100+ spaces. Examples include orientating and directing staff; managing employee records, developing staffing schedules, assisting in identifying professional development opportunities and record keeping.
- Participates in at least 24 hours of ECE professional development per year.

ASSISTANT DIRECTOR (ECE II OR III)/SUPERVISOR II:						
2024*		Minimum		Target		Maximum
Job		Level 1	Level 2	Level 3	Level 4	Level 5
<b>Assistant Director (ECE II or III)/ Supervisor II</b>	Hourly	\$31.84	\$33.43	\$35.10	\$36.86	\$38.70

## Assistant Director / Supervisor I / ECE III with Specialized Training / ECE II or III Nursery School Teacher:

- An Assistant Director or Supervisor whose job description includes a **portion of the child care program administration** in a facility of 50 spaces or less. Examples include orientating and directing staff, managing employee records, developing staffing schedules, assisting in identifying professional development opportunities, and record keeping. **OR**
- An ECE III whose duties are primarily those performed by an ECE working with children with additional support needs, infants, school-agers, or in the position of Pedagogical Leader, Forest School Educator, or any other recognized specialization. **OR**
- An ECE II or III working in a nursery school, whose duties are primarily those performed by an ECE working with children and whose job description includes a portion of the child care program administration duties. **AND**
- Participates in at least 24 hours of ECE professional development per year. **(CONTINUED)**

## The main areas of responsibility for a centre Director are:

- 1. Program Management**
  - A. Health and Safety
  - B. Curriculum
  - C. Families
- 2. Organizational Management**
  - A. Board of Directors/Parent Advisory Committee
  - B. Government Regulating Body
- 3. Financial Management**
- 4. Human Resource Management**
  - A. Hire and Manage Employees
  - B. Professional Development and Training
- 5. Public Relations**
  - A. Communication Skills
  - B. Public Relations
- 6. Professionalism**

*Note: Comprehensive guideline job descriptions for all positions are in the Human Resource Management Guide for Early Learning and Child Care Programs, Manitoba Child Care Association, 2021.*

## The main areas of responsibility are:

- 1. Health and Safety**
- 2. Program**
- 3. Families**
- 4. Administrative Management:**
  - A. Government Regulating Body
  - B. Administration
  - C. Children and Families
  - D. Operational Management
  - E. Financial Management
  - F. Personnel Policies & Procedures
  - G. Professional Development and Training
  - H. Public Relations
- 5. Professionalism**



**Assistant Director / Supervisor I / ECE III with Specialized Training / ECE II or III Nursery School Teacher: (CONTINUED)**

ASSISTANT DIRECTOR / SUPERVISOR I / ECE III with specialized training or Nursery School Teacher:						
2024*		Minimum		Target		Maximum
Job		Level 1	Level 2	Level 3	Level 4	Level 5
Assistant Director, Supervisor I, or ECE III with specialized training, or Nursery School Teacher	Hourly	\$28.23	\$29.64	\$31.13	\$32.68	\$34.32

**Early Childhood Educator (ECE):**

- As defined in The Community Child Care Standards Act, Manitoba Regulation 62/86.
- Duties are primarily those performed by a front line ECE for infants, preschool, school-age children, or a nursery school teacher without administrative duties.
- Participates in at least 24 hours of ECE professional development per year.

The ECE's primary responsibility is the care and education of children. The ECE presents, directs, and assesses the positive emotional, physical, social, and cognitive development of children in a child care setting, by implementing appropriate activities and programs according to each child's individual developmental abilities, interests, and needs.

EARLY CHILDHOOD EDUCATOR (ECE II or III):						
2024*		Minimum		Target		Maximum
Job		Level 1	Level 2	Level 3	Level 4	Level 5
Early Childhood Educator (ECE II or III)	Hourly	\$25.97	\$27.26	\$28.63	\$30.06	\$31.56

**Child Care Assistant (CCA):**

- As defined in The Community Child Care Standards Act, Manitoba Regulation 62/86. The Child Care Assistant (CCA) assists the Early Childhood Educator (ECE) with the care and education of children. This includes assisting the ECE in creating an environment that builds positive self-concept and individual strength. Treats children as individuals in a respectful way, celebrates their successes, provides support and encouragement and is sensitive to different values and expectations.
- Assists the ECE and guides children in daily routine activities including arrival and departure activities, naps, meals and other daily living activities.
- To be considered a Child Care Assistant in ECE Training, the CCA must be actively pursuing an ECE classification. A written contract is required between the facility and the CCA that includes a start and end date for training. The 40-hour orientation course required by Regulation is not considered a CCA in ECE training.
- Participates in at least 24 hours of professional development in early childhood education per year.

CHILD CARE ASSISTANT:						
2024*		Minimum		Target		Maximum
Job		Level 1	Level 2	Level 3	Level 4	Level 5
Child Care Assistant in ECE training	Hourly	\$22.26	\$23.37	\$24.54		
		Level 1	Level 2	Level 3	Level 4	Level 5
Child Care Assistant (CCA)	Hourly	\$17.51	\$18.39	\$19.30	\$20.27	\$21.28

**The main areas of responsibility for the Early Childhood Educator are:**

- 1. Establish and Maintain a Safe and Healthy Learning Environment**
  - A. Safety
  - B. Health
  - C. Learning Environment
  - D. Curriculum
- 2. Advance Physical and Intellectual Competence**
  - A. Physical
  - B. Cognitive
  - C. Communication
  - D. Creative
- 3. Build Positive Self Concept and Individual Strength**
- 4. Promote Positive Functioning of Children and Adults**
  - A. Social
  - B. Guidance and Discipline
- 5. Coordinate Home and Centre Child Rearing Practices and Expectations**
- 6. Supplementary Responsibilities**
  - A. Program Management
  - B. Personal and Professional Development