

SCHMIDT MARKETING

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for
BOSTON
2013

A. Process

In 2013, Schmidt Marketing, Inc. conducted a salary survey of legal marketers in Boston.

The survey link was sent by e-mail to 92 in-house law firm marketing professionals with a coordinator-level title or above employed in Boston. We received 19 responses.

B. Demographics

- ◆ When asked with which title respondents most identify, 37% identified themselves as “Directors.”

Title	n	Percentage of Total
CMO	1	5%
Director	7	37%
Manager	5	26%
Coordinator	3	16%
Specialist	1	5%
Other	2	11%

- ◆ The largest numbers of responses came from firms with 51-100 and 201-300 attorneys.

Firm Size	n	Percentage of Total
Up to 150	7	37%
151-500	10	53%
501-1,000	1	5%
More than 1,000	1	5%

- ◆ Thirty-two percent of the respondents identified their primary job function as “business development.”

Function	n	Percentage of Total
Generalist	5	26%
Marketing Communications	3	16%
Business Development	6	32%
Functional Specialist	3	16%
Other (<i>Intellectual Property; Firm Strategist</i>)	2	10%

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- ◆ Seventy-nine percent of respondents report their marketing responsibility as firm wide.

Responsibility	n	Percentage of Total
Firm wide	15	79%
One or more offices	2	10.5%
One or more practice groups	2	10.5%

- ◆ Ninety-four percent of respondents who answered the question received a bonus based on merit/performance.

Bonus Type	n	Percentage of Total
Merit/Performance	15	94%
Length of service	1	6%
Holiday/Annual firm-wide bonus	0	0%

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C. Base Salaries by Title

Title	n	High Salary	Low Salary	Average Salary	Median Salary
CMO/Director*	8	\$250,000	\$147,000	\$190,250	\$179,000
Manager**	5	\$162,000	\$60,000	\$108,800	\$90,000
Coordinator***	6	\$85,000	\$52,000	\$64,720	\$64,000

* “Chief Marketing Officer,” “Director of Marketing,” “Director of Business Development” and “Director of Communications” positions were included in this category due to the number of respondents and similar compensation.

** “Sr. Business Development and Marketing Manager,” “Business Development Manager” and “Marketing Manager” positions were included in this category due to the number of respondents and similar compensation.

*** This category includes “Sr. Business Development Coordinator,” “Client Relations Coordinator,” “Marketing Coordinator,” “Communications Manager” and “Client Development Administrator” positions in marketing and business development. “Marketing Specialist” position was included in this category due to the number of respondents and similar compensation.

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For information, contact: Ella Chanba, 952-767-0115, ellachanba@schmidt-marketing.com, www.schmidt-marketing.com.

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Percentage Change of Average Salary from 2009:

For CMO/Director: increased 38%
For Manager: increased 13%
For Coordinator: increased 23%

Percentage Change of Median Salary from 2009:

For CMO/Director: increased 28%
For Manager: increased 3%
For Coordinator: increased 44%

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D. Bonuses by Title

Title	n	High Bonus	Low Bonus	Average Bonus	Median Bonus
CMO/Director*	8	\$30,000	\$7,500	\$21,313	\$21,500
Manager**	5	\$16,000	0	\$5,200	\$4,000
Coordinator***	6	\$5,000	0	\$1,958	\$875

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Percentage Change of Average Bonus from 2009:

For CMO/Director: increased 112%
For Manager: decreased 11%
For Coordinator: increased 392%

Percentage Change of Median Bonus from 2009:

For CMO/Director: increased 258%
For Manager: decreased 33%
For Coordinator: increased 875%

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E. Total Compensation by Title

Title	n	High Compensation	Low Compensation	Average Compensation	Median Compensation
CMO/Director*	8	\$280,000	\$157,000	\$211,563	\$209,000
Manager**	5	\$166,000	\$61,000	\$114,000	\$95,000
Coordinator***	6	\$90,000	\$54,820	\$66,678	\$64,500

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Percentage Change of Average Total Compensation from 2009:

For CMO/Director: increased 44%

For Manager: increased 13%

For Coordinator: increased 25%

Percentage Change of Median Total Compensation from 2009:

For CMO/Director: increased 31%

For Manager: increased 2%

For Coordinator: increased 42%

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Most Recent Annual Salary Increase by Title

Title	n	High Salary Increase	Low Salary Increase	Average Salary Increase	Median Salary Increase
CMO/Director*	7	20%	0%	5.14%	3%
Manager**	5	6%	0%	3.08%	3.4%
Coordinator***	6	12.5%	0%	3.25%	1.5%

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