

SCHMIDT MARKETING

CitySurvey®
for
CHICAGO
2014

A. Process

In 2014, Schmidt Marketing, Inc. conducted a salary survey of legal marketers in Chicago.

The survey link was sent by e-mail to 148 in-house law firm marketing professionals with a coordinator-level title or above employed in Chicago. We received 43 responses.

B. Demographics

- ◆ When asked with which title respondents most identify, 63% identified themselves as “Managers.”

Title	n	Percentage of Total
CMO/CBDO	3	7%
Director	7	16%
Manager	27	63%
Coordinator	3	7%
Specialist	2	5%
Other	1	2%

- ◆ The largest number of responses came from firms with 101-150 attorneys.

Firm Size	n	Percentage of Total
Up to 150	14	33%
151-500	10	23%
501-1,000	10	23%
More than 1,000	9	21%

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

Function	n	Percentage of Total
Generalist	7	17%
Marketing Communications	6	14%
Business Development	21	49%
Functional Specialist	7	17%
All of the above	1	2%

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- ◆ Sixty-one percent of respondents report their marketing responsibility as firm wide.

Responsibility	n	Percentage of Total
Firm wide	26	61%
One or more offices	4	9%
One or more practice groups	13	30%

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

Bonus Type	n	Percentage of Total
Merit/Performance	23	61%
Length of service	2	5%
Holiday/Annual firm-wide bonus	12	32%
Overtime	1	2%

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C. Base Salaries by Title

Title	n	High Salary	Low Salary	Average Salary	Median Salary
CMO/CBDO	3	--	--	\$255,000	\$215,000
Director*	6	\$185,000	\$135,000	\$150,833	\$145,000
Marketing Manager (200 or fewer attorneys)	4	\$77,000	\$67,000	\$72,100	\$72,200
Marketing Manager** (300+ attorneys)	6	\$138,375	\$92,000	\$114,563	\$112,500
Business Development Manager*** (300 or fewer attorneys)	7	\$125,000	\$72,000	\$93,643	\$86,000
Business Development Manager (600+ attorneys)	8	\$150,000	\$85,000	\$112,450	\$117,000
Coordinator	3	--	--	\$52,333	\$48,000
Specialist****	3	--	--	\$68,333	\$69,000
Miscellaneous*****	3	--	--	\$60,750	\$62,250

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

** “Communications Manager” position was included in this category due to the number of respondents and similar compensation.

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

**** “Creative Director” position was included in this category due to the number of respondents and similar compensation.

***** The following positions are included in this category: “Public Relations Manager,” “Client Relations Manager” and “Event Planner.”

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Percentage Change of Average Salary from 2010:

For CMO/CBDO: decreased 10%
For Director: increased 7%
For Coordinator: increased 17%

Percentage Change of Median Salary from 2010:

For CMO/CBDO: decreased 25%
For Director: remained the same
For Coordinator: increased 7%

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D. Bonuses by Title

Title	n	High Bonus	Low Bonus	Average Bonus	Median Bonus
CMO/CBDO	3	--	--	\$18,333	\$18,000
Director*	6	\$52,000	\$2,000	\$15,667	\$10,000
Marketing Manager (200 or fewer attorneys)	4	\$5,000	0	\$2,525	\$2,550
Marketing Manager** (300+ attorneys)	6	\$12,000	\$6,000	\$9,250	\$9,500
Business Development Manager*** (300 or fewer attorneys)	7	\$10,000	\$300	\$3,814	\$500
Business Development Manager (600+ attorneys)	8	\$10,000	0	\$4,563	\$4,500
Coordinator	3	--	--	\$2,050	\$1,000
Specialist****	3	--	--	\$3,333	\$3,500
Miscellaneous*****	3	--	--	\$1,133	\$400

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Percentage Change of Average Bonus from 2010:

For CMO/CBDO: decreased 31%
For Director: increased 96%
For Coordinator: increased 100%

Percentage Change of Median Bonus from 2010:

For CMO/CBDO: decreased 28%
For Director: increased 100%
For Coordinator: decreased 20%%

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E. Total Compensation by Title

Title	n	High Compensation	Low Compensation	Average Compensation	Median Compensation
CMO/CBDO	3	--	--	\$274,333	\$228,000
Director*	6	\$200,000	\$137,000	\$169,500	\$170,000
Marketing Manager (200 or fewer attorneys)	4	\$82,000	\$67,100	\$74,625	\$74,700
Marketing Manager** (300+ attorneys)	6	\$150,375	\$98,000	\$123,675	\$115,000
Business Development Manager*** (300 or fewer attorneys)	7	\$135,000	\$72,300	\$98,257	\$90,000
Business Development Manager (600+ attorneys)	8	\$160,000	\$92,500	\$117,825	\$122,000
Coordinator	3	--	--	\$54,383	\$49,000
Specialist****	3	--	--	\$74,133	\$72,500
Miscellaneous*****	3	--	--	\$61,883	\$65,250

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Percentage Change of Average Total Compensation from 2010:

For CMO/CBDO: decreased 11%

For Director: increased 14%

For Coordinator: increased 16%

Percentage Change of Median Total Compensation from 2010:

For CMO/CBDO: decreased 24%

For Director: increased 13%

For Coordinator: increased 2%

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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/CBDO	3	--	--	3.83%	3.5%
Director*	6	6%	3%	4.4%	4%
Marketing Manager (200 or fewer attorneys)	4	5%	2.67%	3.54%	3.25%
Marketing Manager** (300+ attorneys)	6	3%	1.5%	2.5%	2.75%
Business Development Manager*** (300 or fewer attorneys)	7	3%	0	2.14%	2%
Business Development Manager (600+ attorneys)	8	7%	0	2.75%	2.5%
Coordinator	3	--	--	1.25%	1.25%
Specialist****	3	--	--	2.67%	3%
Miscellaneous*****	3	--	--	1%	0

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