

SCHMIDT MARKETING

CitySurvey® for the CHICAGO AREA

A. Process

In June of 2008, Schmidt Marketing, Inc. conducted a salary survey of legal marketers in the Chicago area.

The survey link was sent by e-mail to 156 in-house law firm marketing professionals with a coordinator level title or above employed in the Chicago area. We received 82 responses, a 53% response rate.

B. Demographics

- ◆ When asked with which title respondents most identify, 45% identified themselves as “Managers.”

Title	n	Percentage of Total
CMO	1	1%
Director	22	27%
Manager	37	45%
Specialist	10	12%
Coordinator	12	15%

- ◆ The largest number of responses came from firms with 1,000 or more lawyers.

Firm Size	n	Percentage of Total
Up to 150	21	26%
151-500	20	24%
501-1,000	17	21%
>1,000	24	29%

- ◆ The largest number of respondents identified their primary job function as a marketing generalist.

Function	n	Percentage of Total
Generalist	30	38%
Marketing Communications	12	15%
Business Development	20	25%
Functional Specialist	17	22%

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

Responsibility	n	Percentage of Total
Firm wide	53	67%
One or more offices	13	17%
One or more practice groups	13	17%

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NOTE: Size of firm did not impact compensation except in the Director of Marketing and Marketing Manager positions as noted.

C. Base Salaries by Title

Title	n	High Salary	Low Salary	Average Salary	Median Salary
CMO*	1				
Director of Business Development	8	\$216,000	\$56,500	\$152,563	\$160,000
Director of Marketing (≤150 attorneys)	7	\$153,500	\$85,000	\$108,500	\$105,000
Director of Marketing (200-1,500 attorneys)	7	\$300,000	\$130,000	\$191,286	\$180,000
Business Development Manager	6	\$173,000	\$70,000	\$105,750	\$87,500
Marketing Manager** (≤600 attorneys)	12	\$120,000	\$70,000	\$88,536	\$87,000
Marketing Manager** (601-1,000 attorneys)	4	\$86,000	\$69,000	\$78,000	\$78,500
Marketing Manager (1,001-3,000 attorneys)	11	\$150,000	\$65,000	\$104,410	\$103,300
Communications Manager***	5	\$120,000	\$76,250	\$90,450	\$86,000
Marketing Specialist****	8	\$102,000	\$45,000	\$63,750	\$58,500
Marketing Coordinator	11	\$62,000	\$32,000	\$49,495	\$50,000

* Response was omitted from summary due to the low number of respondents.

** "Client Relations Manager" was included in the "Marketing Manager" category due to the small number of respondents and similar compensation.

*** "Communications Specialist" was included in the "Communications Manager" category due to the small number of respondents and similar compensation.

**** "Client Relations" and "Business Development" Specialists were included in the "Marketing Specialist" category due to the small number of respondents and similar compensation.

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D. Bonuses by Title

Title	n	High Bonus	Low Bonus	Average Bonus	Median Bonus
CMO*	1				
Director of Business Development	8	\$40,000	\$1,500	\$13,750	\$8,750
Director of Marketing (≤150 attorneys)	7	\$40,000	\$3,000	\$12,857	\$7,500
Director of Marketing (201-1,500 attorneys)	7	\$50,000	\$0	\$28,571	\$30,000
Business Development Manager	6	\$10,000	\$0	\$4,500	\$3,750
Marketing Manager** (≤600 attorneys)	11	\$10,200	\$2,000	\$5,200	\$5,000
Marketing Manager** (601-1,000 attorneys)	5	\$5,000	\$200	\$3,940	\$5,000
Marketing Manager (1,001-3,000 attorneys)	10	\$15,000	\$0	\$6,222	\$6,000
Communications Manager***	5	\$3,500	\$0	\$1,280	\$500
Marketing Specialist****	8	\$4,000	\$0	\$956	\$0
Marketing Coordinator	12	\$5,500	\$0	\$508	\$740

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E. Total Compensation by Title

Title	n	High Total Compensation	Low Total Compensation	Average Total Compensation	Median Total Compensation
CMO*	1				
Director of Business Development	8	\$256,000	\$58,000	\$166,313	\$172,750
Director of Marketing (≤150 attorneys)	7	\$168,500	\$88,000	\$120,357	\$112,500
Director of Marketing (201-1,500 attorneys)	7	\$350,000	\$130,000	\$219,857	\$215,000
Business Development Manager	6	\$183,000	\$72,000	\$110,250	\$94,500
Marketing Manager** (≤600 attorneys)	13	\$130,200	\$73,000	\$95,350	\$94,000
Marketing Manager** (601-1,000 attorneys)	5	\$94,500	\$69,200	\$84,340	\$91,000
Marketing Manager (1,001-3,000 attorneys)	10	\$150,000	\$67,900	\$110,632	\$110,500
Communications Manager***	5	\$120,000	\$78,500	\$91,730	\$86,400
Marketing Specialist****	9	\$102,500	\$45,000	\$62,844	\$55,000
Marketing Coordinator	11	\$62,000	\$33,000	\$50,433	\$51,000

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