

SCHMIDT MARKETING

CitySurvey®
for
CHICAGO 2010

A. Process

In June of 2010, Schmidt Marketing, Inc. conducted a salary survey of legal marketers in the Chicago metro area.

The survey link was sent by e-mail to 68 in-house law firm marketing professionals with a coordinator level title or above employed in Chicago. We received 32 applicable responses.

B. Demographics

- ◆ All respondents were from the Chicago metro area.

Location	n	Percentage of Total
Chicago	32	100%

- ◆ When asked with which title respondents most identify, 56% identified themselves as “Managers.”

Title	n	Percentage of Total
CMO	3	9%
Director	7	22%
Manager	18	56%
Specialist	1	3%
Coordinator	3	9%

- ◆ The largest number of responses (41%) came from firms with 150 or fewer lawyers.

Firm Size	n	Percentage of Total
Up to 150	13	41%
151-500	6	19%
501-1,000	6	19%
>1,000	7	22%

- ◆ The majority of firms (75%) report that the number of lawyers in their firm has stayed about the same in comparison to last year.

Firm Size	n	Percentage of Total
Higher	3	9%
About the same	24	75%
Lower	5	16%

*“Marketing and Business Development Manager” and “Communications Manager” were included in this category due to the small number of responses and similar salaries.

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- ◆ The largest number of respondents (45%) identified their primary job function as a marketing generalist.

Function	n	Percentage of Total
Generalist	14	45%
Marketing Communications	5	16%
Business Development	7	23%
Functional Specialist	5	16%

- ◆ Sixty-four percent of respondents have firm-wide marketing responsibility.

Responsibility	n	Percentage of Total
Firm wide	23	64%
One or more offices	6	20%
One or more practice groups	2	12%
Other (office and practice area)	1	4%

- ◆ Of the respondents who received bonuses (92%), nearly two-thirds received a holiday/annual firm-wide bonus (multiple responses allowed).

Bonus	n	Percentage of Total
Merit/Performance	19	48%
Length of service	3	13%
Holiday/Annual firm-wide bonus	12	65%
Other (yearly bonus plus profit sharing and flat amount)	2	

- ◆ Half of the respondents (50%) report that their salary is currently frozen.

Raise	n	Percentage of Total
Normal raise in 2009	9	30%
Raise but smaller percentage	3	10%
Salary is frozen	15	50%
Not applicable (new to position)	2	6%
Other (Raise freeze in 2009 but raises resumed in 2010 - smaller percentage than past years though)	1	3%

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- ◆ Sixty-four percent of respondents anticipate receiving a bonus in 2010.

Bonus	n	Percentage of Total
Yes	27	64%
No	3	28%
Don't Know	1	8%

- ◆ One respondent has been asked to reduce their hours.

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C. Base Salaries by Title

Title	n	High Salary	Low Salary	Average Salary	Median Salary
CMO	3	--	--	\$283,333	\$285,000
Director (Business Development, Marketing)	7	\$200,000	\$92,000	\$140,714	\$145,000
Business Development Manager	3	--	--	\$101,633	\$100,000
Marketing Manager* (1-400 attorneys)	8	\$110,000	\$64,000	\$86,000	\$85,500
Marketing Manager** (401+ attorneys)	7	\$135,000	\$75,000	\$105,571	\$110,000
Marketing Coordinator***	4	\$48,500	\$40,000	\$44,625	\$45,000

Comparisons to 2008 Survey Results:

(The sample size was too small in 2010 to compare CMO compensation.)

- **Director** average base and median salaries *increased* by 2%.
- **Manager** average base salaries *decreased* by 1%. Median salaries *increased* by 12%.
- **Coordinator** average base salaries *decreased* by 7%. Median salaries *decreased* by 10%.

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D. Bonuses by Title

Title	n	High Bonus	Low Bonus	Average Bonus	Median Bonus
CMO	3	--	--	\$26,667	\$25,000
Director (Business Development, Marketing)	7	\$25,000	\$0	\$8,000	\$5,000
Business Development Manager	3	--	--	\$7,333	\$5,000
Marketing Manager* (1-400 attorneys)	7	\$6,000	\$0	\$2,071	\$500
Marketing Manager** (401+ attorneys)	7	\$7,000	\$0	\$4,086	\$4,000
Marketing Coordinator***	4	\$1,600	\$0	1,025	\$1,250

Comparisons to 2008 Survey Results:

- **Director** average bonus *decreased* by 56%. Median bonus compensation *decreased* by 50%.
- **Manager** average bonus *decreased* by 18% and median bonus compensation *increased* by 20%.
- **Coordinator** average bonus *increased* by 1%. Median bonus compensation *increased* by 60%.

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E. Total Compensation by Title

Title	n	High Compensation	Low Compensation	Average Compensation	Median Compensation
CMO	3	--	--	\$310,000	\$300,000
Director (Business Development, Marketing)	7	\$225,000	\$92,000	\$148,714	\$150,000
Business Development Manager	3	--	--	\$109,667	\$107,000
Marketing Manager* (1-400 attorneys)	7	\$102,000	\$64,000	\$84,857	\$90,000
Marketing Manager** (401+ attorneys)	7	\$140,000	\$78,000	\$109,571	\$110,000
Marketing Coordinator***	4	\$51,000	\$40,000	\$46,775	\$48,050

Comparisons to 2008 Survey Results:

- **Director** average total compensation *decreased* by 12%. Median total compensation *decreased* by 10%.
- **Manager** average total compensation *decreased* by 1% and median total compensation *increased* by 8%.
- **Coordinator** average total compensation *increased* by 3%. Median total compensation *increased* by 0.2%

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