

SCHMIDT MARKETING

CitySurvey® for LOS ANGELES

A. Process

In February of 2009, Schmidt Marketing, Inc. conducted a salary survey of legal marketers in Los Angeles.

The survey link was sent by e-mail to 85 in-house law firm marketing professionals with a coordinator level title or above employed in Los Angeles. We received 34 responses.

B. Demographics

- ◆ When asked with which title respondents most identify, 35% identified themselves as “Managers.”

Title	n	Percentage of Total
CMO	5	15%
Director	8	24%
Manager	12	35%
Specialist	6	18%
Coordinator	3	9%

- ◆ The largest number of responses came from firms with more than 500 attorneys.

Firm Size	n	Percentage of Total
Up to 150	13	38%
151-500	6	18%
501-1,000	15	44%

- ◆ Sixty-five percent of respondents identified their primary job function as a marketing generalist.

Function	n	Percentage of Total
Generalist	22	65%
Marketing Communications	6	18%
Business Development	5	15%
Functional Specialist	1	3%

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

Responsibility	n	Percentage of Total
Firm wide	18	53%
One or more offices	10	29%
One or more practice groups	6	18%

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

Bonus Type	n	Percentage of Total
Merit/Performance	20	67%
Length of service	1	3%
Holiday/Annual firm wide bonus	5	17%
Combination of performance and profit sharing	2	7%
Other	2	7%

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

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

*** This category includes “Specialist” positions in business development, communications and marketing.

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C. Base Salaries by Title

Title	n	High Salary	Low Salary	Average Salary	Median Salary
CMO	5	\$395,000	\$150,000	\$222,000	\$190,000
Director of Marketing*	8	\$230,000	\$88,000	\$142,250	\$130,000
Marketing Manager**	12	\$167,500	\$70,000	\$108,788	\$103,000
Specialist***	6	\$89,076	\$54,000	\$71,904	\$68,675
Marketing Coordinator	3	--	--	\$55,417	\$54,000

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D. Bonuses by Title

Title	n	High Bonus	Low Bonus	Average Bonus	Median Bonus
CMO	5	\$90,000	\$15,000	\$39,000	\$35,000
Director of Marketing*	8	\$50,000	\$2,500	\$16,125	\$11,000
Marketing Manager**	12	\$10,000	\$0	\$5,917	\$5,000
Specialist***	6	\$4,800	\$0	\$1,633	\$1,375
Marketing Coordinator	3	--	--	\$1,600	\$1,800

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E. Total Compensation by Title

Title	n	High Compensation	Low Compensation	Average Compensation	Median Compensation
CMO	5	\$485,000	\$165,000	\$275,000	\$260,000
Director of Marketing*	6	\$280,000	\$90,250	\$165,708	\$151,000
Marketing Manager**	12	\$167,500	\$73,000	\$115,371	\$110,000
Specialist***	6	\$89,076	\$58,800	\$74,146	\$71,625
Marketing Coordinator	3	--	--	\$57,017	\$55,000

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