

# SCHMIDT MARKETING

CitySurvey®

for the

MINNEAPOLIS/ST. PAUL AREA

## A. Process

In June of 2008, Schmidt Marketing, Inc. conducted a salary survey of legal marketers in the Minneapolis/St. Paul area.

The survey link was sent by e-mail to 51 in-house law firm marketing professionals with a coordinator level title or above employed in the Minneapolis/St. Paul area. We received 35 responses, a 69% response rate.

## B. Demographics

- ◆ When asked with which title respondents most identify, 40% identified themselves as “Directors.”

Title	n	Percentage of Total
Director	14	40%
Manager	12	34%
Specialist	2	6%
Coordinator	7	20%

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

Firm Size	n	Percentage of Total
Up to 150	22	63%
151-500	10	29%
501-1,000	3	9%

- ◆ Most respondents identified their primary job function as a marketing generalist.

Function	n	Percentage of Total
Generalist	18	55%
Marketing Communications	6	18%
Business Development	6	18%
Functional Specialist	3	9%

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

Responsibility	n	Percentage of Total
Firm wide	28	82%
One or more practice groups	6	18%

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

## C. Base Salaries by Title

Title	n	High Salary	Low Salary	Average Salary	Median Salary
Director of Marketing (≤100 attorneys)	9	\$150,000	\$70,000	\$94,889	\$88,000
Director of Marketing (101-300 attorneys)	4	\$161,000	\$78,000	\$132,250	\$145,000
Marketing Manager*	14	\$109,000	\$48,000	\$76,979	\$75,850
Marketing Coordinator	7	\$68,900	\$39,000	\$52,129	\$51,000

\* "Business Development Manager," "Business Development Specialist," and "Communications Manager" and "Marketing Specialist" positions were included in the "Marketing Manager" 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
Director of Marketing (≤100 attorneys)	7	\$10,000	\$0	\$2,986	\$500
Director of Marketing (101-300 attorneys)	4	\$9,500	\$3,000	\$5,125	\$5,000
Marketing Manager*	11	\$5,000	\$0	\$1,877	\$1,200
Marketing Coordinator	7	\$5,000	\$0	\$1,143	\$0

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## E. Total Compensation by Title

Title	n	High Total Compensation	Low Total Compensation	Average Total Compensation	Median Compensation
Director of Marketing (≤100 attorneys)	9	\$150,000	\$70,000	\$97,211	\$88,500
Director of Marketing (101-300 attorneys)	4	\$170,500	\$81,000	\$137,375	\$149,000
Marketing Manager*	13	\$100,000	\$48,500	\$75,892	\$78,000
Marketing Coordinator	7	\$73,900	\$39,000	\$54,129	\$52,000

\* "Business Development Manager," "Business Development Specialist," and "Communications Manager" and "Marketing Specialist" positions were included in the "Marketing Manager" category due to the small number of respondents and similar compensation.