

SCHMIDT MARKETING

CitySurvey® for NEW YORK CITY

A. Process

In August of 2008, Schmidt Marketing, Inc. conducted a salary survey of legal marketers in the New York City area.

The survey link was sent by e-mail to 261 in-house law firm marketing professionals with a coordinator level title or above employed in the New York City area. We received 113 responses, a 43% response rate.

B. Demographics

- ◆ When asked with which title respondents most identify, 44% identified themselves as “Managers.”

Title	n	Percentage of Total
CMO	10	9%
Director	18	16%
Manager	50	44%
Specialist	20	18%
Coordinator	15	13%

- ◆ The largest number of responses came from firms with 501-1,000 lawyers.

Firm Size	n	Percentage of Total
Up to 150	9	8%
151-500	25	22%
501-1,000	52	46%
>1,000	27	24%

- ◆ Most respondents identified their primary job function as either business development or marketing generalist.

Function	n	Percentage of Total
Generalist	36	35%
Marketing Communications	16	16%
Business Development	37	36%
Functional Specialist	14	14%

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

Responsibility	n	Percentage of Total
Firm-wide	64	58%
One or more offices	20	18%
One or more practice groups	26	24%

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NOTE: Size of firm did not impact compensation except in the CMO, 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 (101-400 attorneys)	4	\$270,000	\$182,000	\$224,750	\$223,500
CMO (401-900 attorneys)	5	\$430,000	\$225,000	\$349,000	\$350,000
Director of Business Development*	6	\$320,000	\$155,000	\$240,833	\$235,000
Director of Marketing (1-150 attorneys)	5	\$160,000	\$52,500	\$105,500	\$101,000
Director of Marketing (151-2,000 attorneys)	5	\$250,000	\$82,500	\$184,100	\$218,000
Director of PR/Communications**	3	--	--	\$220,667	\$235,000
Business Development Manager	18	\$225,000	\$86,000	\$127,488	\$115,750
Marketing Manager (101-700 attorneys)	8	\$175,000	\$60,000	\$117,875	\$112,500
Marketing Manager (701-3,000 attorneys)	8	\$185,000	\$75,000	\$131,000	\$124,000
Client Relations Manager	5	\$190,000	\$100,000	\$141,000	\$140,000

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

** “Director of PR/Communications” is made up of the following positions: “Director of PR,” “Director of Media Relations and Communications” and “Director of Client Communications.”

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

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Title	n	High Salary	Low Salary	Average Salary	Median Salary
Communications Manager	5	\$160,000	\$86,500	\$117,652	\$110,000
Media Relations Manager	5	\$190,000	\$100,000	\$136,700	\$138,500
Business Development Specialist	10	\$130,000	\$63,000	\$97,500	\$97,500
Marketing Specialist	6	\$110,000	\$68,000	\$79,083	\$72,750
Communications Specialist	4	\$90,000	\$56,500	\$69,375	\$67,750
Business Development Coordinator***	7	\$85,000	\$60,000	\$70,357	\$70,000
Marketing Coordinator	8	\$80,000	\$48,000	\$66,063	\$65,000

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D. Bonuses by Title

Title	n	High Bonus	Low Bonus	Average Bonus	Median Bonus
CMO (101-400 attorneys)	4	\$70,000	\$10,000	\$49,500	\$59,000
CMO (401-900 attorneys)	5	\$80,000	\$35,000	\$52,200	\$50,000
Director of Business Development*	5	\$45,000	\$25,000	\$36,000	\$35,000
Director of Marketing (1-150 attorneys)	3	--	--	\$3,500	\$5,000
Director of Marketing (151-2,000 attorneys)	5	\$40,000	\$10,000	\$18,200	\$15,000
Director of PR/Communications**	3	--	--	\$23,333	\$30,000
Business Development Manager	17	\$30,000	\$2,000	\$9,957	\$8,000
Marketing Manager (101-700 attorneys)	8	\$12,000	\$0	\$4,275	\$4,000
Marketing Manager (701-3,000 attorneys)	6	\$26,550	\$10,000	\$15,425	\$13,000
Client Relations Manager	5	\$30,000	\$500	\$14,800	\$12,000

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Title	n	High Bonus	Low Bonus	Average Bonus	Median Bonus
Communications Manager	5	\$15,000	\$4,000	\$8,120	\$6,500
Media Relations Manager	4	\$15,000	\$500	\$8,375	\$9,000
Business Development Specialist	9	\$15,000	\$1,500	\$8,278	\$10,000
Marketing Specialist	5	\$8,000	\$0	\$4,240	\$5,000
Communications Specialist	4	\$12,000	\$700	\$5,275	\$4,200
Business Development Coordinator***	6	\$7,000	\$2,500	\$4,938	\$5,313
Marketing Coordinator	7	\$15,000	\$900	\$4,807	\$3,750

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E. Total Compensation by Title

Title	n	High Compensation	Low Compensation	Average Compensation	Median Compensation
CMO (101-400 attorneys)	4	\$340,000	\$192,000	\$261,750	\$257,500
CMO (401-900 attorneys)	5	\$490,000	\$275,000	\$447,500	\$450,000
Director of Business Development*	6	\$360,000	\$200,000	\$270,833	\$252,500
Director of Marketing (1-150 attorneys)	5	\$160,000	\$53,000	\$107,600	\$101,000
Director of Marketing (151-2000 attorneys)	5	\$290,000	\$93,500	\$202,300	\$228,000
Director of PR/Communications**	3	--	--	\$244,000	\$265,000
Business Development Manager	19	\$245,000	\$99,000	\$138,845	\$128,000
Marketing Manager (101-700 attorneys)	8	\$176,700	\$63,000	\$122,150	\$118,750
Marketing Manager (701-3,000 attorneys)	8	\$212,750	\$89,000	\$142,719	\$140,000
Client Relations Manager	5	\$210,000	\$100,500	\$155,800	\$151,500

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Title	n	High Compensation	Low Compensation	Average Compensation	Median Compensation
Communications Manager	5	\$175,000	\$93,000	\$125,772	\$119,100
Media Relations Manager	5	\$190,000	\$106,000	\$143,400	\$139,000
Business Development Specialist	10	\$141,000	\$67,000	\$105,500	\$109,500
Marketing Specialist	6	\$115,000	\$68,000	\$82,950	\$74,850
Communications Specialist	4	\$102,000	\$57,200	\$74,650	\$69,700
Business Development Coordinator***	7	\$92,000	\$60,000	\$75,214	\$72,500
Marketing Coordinator	8	\$85,000	\$50,000	\$71,281	\$74,625

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