

# SCHMIDT MARKETING

CitySurvey®

for

SAN FRANCISCO/BAY AREA

2012

## A. Process

In May of 2012, Schmidt Marketing, Inc. conducted a salary survey of legal marketers in the San Francisco/Bay Area.

The survey link was sent by e-mail to 74 in-house law firm marketing professionals with a coordinator-level title or above employed in the San Francisco/Bay Area. We received 29 responses.

## B. Demographics

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

Title	n	Percentage of Total
CMO/CBDO	6	20%
Director	9	31%
Manager	10	35%
Coordinator	4	14%

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

Firm Size	n	Percentage of Total
Up to 150	9	31%
151-500	8	28%
501-1,000	8	28%
More than 1,000	4	14%

- ◆ Fifty-nine percent of the respondents identified their primary job function as “business development.”

Function	n	Percentage of Total
Generalist	9	31%
Marketing Communications	1	3%
Business Development	17	59%
Functional Specialist	0	0%
Other: <i>Marketing + Business Development; Combination of Branding, Marketing, Business Development, Sales</i>	2	7%

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

<b>Responsibility</b>	<b>n</b>	<b>Percentage of Total</b>
Firm wide	22	76%
One or more offices	3	10%
One or more practice groups	3	10%
Other: <i>Multiple regions (offices) and industry sectors</i>	1	3%

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

<b>Bonus Type</b>	<b>n</b>	<b>Percentage of Total</b>
Merit/Performance	21	78%
Length of service	0	0%
Holiday/Annual firm-wide bonus	5	18%
Other: <i>Merit and Holiday</i>	1	4%

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## C. Base Salaries by Title

Title	n	High Salary	Low Salary	Average Salary	Median Salary
CMO/CBDO	6	\$387,500	\$230,000	\$307,500	\$287,500
Director*	9	\$225,000	\$120,000	\$180,889	\$200,000
Marketing Manager**	8	\$155,000	\$76,000	\$104,375	\$103,500
Business Development Manager***	2	--	--	\$142,500	\$142,500
Coordinator****	4	\$75,000	\$63,000	\$68,000	\$67,000

\* “Director of Marketing,” “Director of Client Relations” and “Director of Business Development” positions were included in this category due to the number of respondents and similar compensation.

\*\* “Communications Manager” positions were included in this category due to the number of respondents and similar compensation.

\*\*\* “Sr. Marketing Manager” positions were included in this category due to the number of respondents and similar compensation.

\*\*\*\* This category includes “Coordinator” positions in marketing and business development.

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## **Percentage Change of Average Salary from 2009:**

For CMO: decreased 3%

For Director (>100 attorneys): increased 2%

For Marketing Manager: decreased 1%

For Business Development Manager: increased 8%

## **Percentage Change of Median Salary from 2009:**

For CMO: increased 1%

For Director (>100 attorneys): increased 10%

For Marketing Manager: decreased 5%

For Business Development Manager: increased 7%

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## D. Bonuses by Title

Title	n	High Bonus	Low Bonus	Average Bonus	Median Bonus
CMO/CBDO	6	\$45,000	\$15,000	\$35,000	\$42,500
Director*	9	\$45,000	\$5,000	\$20,222	\$15,000
Marketing Manager**	8	\$40,000	\$2,000	\$11,125	\$6,750
Business Development Manager***	2	--	--	\$4,000	\$4,000
Coordinator****	4	\$5,000	0	\$1,950	\$1,400

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## **Percentage Change of Average Bonus from 2009:**

For CMO: increased 5%

For Director (>100 attorneys): increased 17%

For Marketing Manager: increased 88%

For Business Development Manager: decreased 49%

## **Percentage Change of Median Bonus from 2009:**

For CMO: increased 6%

For Director (>100 attorneys): increased 17%

For Marketing Manager: decreased 10%

For Business Development Manager: decreased 47%

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## E. Total Compensation by Title

Title	n	High Compensation	Low Compensation	Average Compensation	Median Compensation
CMO/CBDO	6	\$432,500	\$245,000	\$343,167	\$320,000
Director*	9	\$265,000	\$127,000	\$201,111	\$215,000
Marketing Manager**	8	\$195,000	\$82,000	\$117,467	\$116,000
Business Development Manager***	2	--	--	\$146,500	\$146,500
Coordinator****	4	\$75,800	\$68,000	\$69,650	\$68,000

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## **Percentage Change of Average Total Compensation from 2009:**

For CMO: decreased 2%

For Director (>100 attorneys): increased 4%

For Marketing Manager: increased 5%

For Business Development Manager: increased 5%

## **Percentage Change of Median Total Compensation from 2009:**

For CMO: decreased 5%

For Director (>100 attorneys): increased 9%

For Marketing Manager: increased 5%

For Business Development Manager: increased 4%



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## F. Most Recent Annual Salary Increase by Title

Title	n	High Salary Increase	Low Salary Increase	Average Salary Increase	Median Salary Increase
CMO/CBDO	6	12%	2.5%	2.75%	3%
Director*	9	5%	0%	2.07%	2.75%
Marketing Manager**	8	10%	3%	4.71%	4%
Business Development Manager***	2	--	--	2.5%	2.5%
Coordinator****	4	15%	1%	7.5%	7%

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