

SCHMIDT MARKETING
CitySurvey®
for the
SAN FRANCISCO BAY AREA

A. Process

In May of 2008, 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 110 in-house law firm marketing professionals with a coordinator level title or above employed in the San Francisco Bay area. We received 58 responses, a 53% response rate.

B. Demographics

- ◆ When asked with which title respondents most identify, 50% identified themselves as “Managers.”

Title	n	Percentage of Total
CMO	3	5%
Director	11	19%
Manager	29	50%
Coordinator	15	26%

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

Firm Size	n	Percentage of Total
Up to 150	25	43%
151-500	10	17%
501-1,000	12	21%
>1,000	11	19%

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

Function	n	Percentage of Total
Generalist	21	36%
Marketing Communications	10	17%
Business Development	20	35%
Functional Specialist	7	12%

- ◆ Sixty-seven percent of respondents report their marketing responsibility as firm-wide.

Responsibility	n	Percentage of Total
Firm wide	39	67%
One or more offices	7	12%
One or more practice groups	12	21%

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C. Salaries by Title

NOTE: Size of firm did not impact salaries except in the Marketing Manager positions as noted.

Title	n	High Salary	Low Salary	Average Salary	Median Salary
CMO*	3	--	--	\$310,000	\$285,000
Director of Business Development	5	\$185,000	\$96,000	\$152,800	\$175,000
Director of Marketing	6	\$190,000	\$92,644	\$130,941	\$122,000
Business Development Manager**	10	\$159,000	\$88,000	\$115,480	\$112,500
Marketing Manager (1-500 attorneys)***	9	\$120,000	\$60,200	\$94,800	\$100,000
Marketing Manager (>500 attorneys)***	10	\$150,000	\$78,000	\$106,840	\$105,000
Business Development Coordinator	4	\$65,000	\$48,000	\$55,250	\$54,000
Client Relations/ Communications Coordinator	5	\$65,000	\$50,000	\$57,600	\$60,000
Marketing Coordinator	6	\$90,000	\$55,000	\$66,417	\$61,750

* High and low salaries/bonuses were omitted due to the small number of respondents.

** "Client Relations Manager" was included in the "Business Development Manager" category due to the small number of respondents.

*** "Communications Manager" responses were included in the "Marketing Manager" category due to the small number of respondents and similar salaries.

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D. Bonuses by Title

Title	n	High Bonus	Low Bonus	Average Bonus	Median Bonus
CMO*	3	--	--	\$58,333	\$50,000
Director of Business Development	5	\$84,000	\$4,000	\$31,000	\$25,000
Director of Marketing	6	\$20,000	\$4,000	\$10,167	\$10,000
Business Development Manager**	8	\$18,000	\$1,500	\$9,061	\$8,000
Marketing Manager (1-500 attorneys)***	5	\$12,000	\$5,000	\$8,000	\$9,000
Marketing Manager (>500 attorneys)***	9	\$12,000	\$4,000	\$6,611	\$6,000
Business Development Coordinator	3	--	--	\$933	\$500
Client Relations/ Communications Coordinator	4	\$3,000	\$750	\$1,563	\$1,250
Marketing Coordinator	4	\$5,500	\$0	\$2,375	\$2,000

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E. Total Compensation by Title

Title	n	High Compensation	Low Compensation	Average Compensation	Median Compensation
CMO*	3	--	--	\$368,333	\$335,000
Director of Business Development	5	\$269,000	\$100,000	\$183,800	\$200,000
Director of Marketing	6	\$200,000	\$96,644	\$141,107	\$130,500
Business Development Manager**	10	\$177,000	\$89,500	\$122,729	\$120,000
Marketing Manager (1-500 attorneys)***	9	\$127,500	\$66,200	\$97,878	\$95,000
Marketing Manager (>500 attorneys)***	10	\$159,000	\$86,000	\$115,540	\$119,500
Business Development Coordinator	4	\$65,000	\$48,300	\$55,950	\$55,000
Client Relations/ Communications Coordinator	5	\$66,000	\$50,750	\$58,850	\$62,000
Marketing Coordinator	6	\$95,500	\$55,000	\$68,000	\$61,750

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