

SCHMIDT MARKETING

CitySurvey®

for

MINNEAPOLIS/ST. PAUL 2010

A. Process

In June of 2010 Schmidt Marketing, Inc. conducted a salary survey of legal marketers in the Minneapolis/St. Paul metro area.

The survey link was sent by e-mail to 33 in-house law firm marketing professionals with a coordinator level title or above employed in the Twin Cities. We received 31 applicable responses.

B. Demographics

- ◆ All respondents were from the Twin Cities metro area.

Location	n	Percentage of Total
Minneapolis/St. Paul	31	100%

- ◆ When asked with which title respondents most identify, 70% identified themselves as “Managers” or “Coordinators.”

Title	n	Percentage of Total
Director	11	35%
Manager	9	29%
Coordinator	11	35%

- ◆ All of the respondents were employed at firms with 500 or fewer attorneys.

Firm Size	n	Percentage of Total
Up to 150	16	52%
151-500	15	48%

- ◆ The majority of firms (71%) reported the number of lawyers in their firm has stayed about the same in comparison to last year.

Firm Size	n	Percentage of Total
Higher	7	23%
About the same	22	71%
Lower	2	7%

*“Marketing Assistant” was included in this category due to the small number of responses and similar salaries.

SCHMIDT MARKETING

CitySurvey®

for

MINNEAPOLIS/ST. PAUL 2010

- ◆ The largest number of respondents (45%) identified their primary job function as a marketing generalist.

Function	n	Percentage of Total
Generalist	14	45%
Marketing Communications	6	19%
Business Development	5	16%
Functional Specialist	6	19%

- ◆ Eighty-seven percent of respondents have firm-wide marketing responsibility.

Responsibility	n	Percentage of Total
Firm wide	27	87%
One or more offices	1	3%
One or more practice groups	3	10%

- ◆ Of the respondents who received bonuses (81%), half received a bonus based on merit/performance (multiple responses allowed).

Bonus	n	Percentage of Total
Merit/Performance	12	50%
Length of service	8	33%
Holiday/Annual firm-wide bonus	14	58%

- ◆ Thirty-two percent of respondents report that their salary is currently frozen.

Raise	n	Percentage of Total
Normal raise in 2009	9	29%
Raise but smaller percentage	5	16%
Salary is frozen	10	32%
Not applicable (new to position)	3	10%
Other (see below)	4	13%

Other:

- My firm adjusted my salary higher due to market and firm circumstances.
- My firm gave me a huge raise last year.
- My firm returned half of the pay cut that went into effect February 2009.
- New job title, new salary.

*"Marketing Assistant" was included in this category due to the small number of responses and similar salaries.

SCHMIDT MARKETING

CitySurvey®

for

MINNEAPOLIS/ST. PAUL 2010

- ◆ Sixty-five percent of respondents anticipate receiving a bonus in 2010.

Bonus	n	Percentage of Total
Yes	20	65%
No	10	32%
Don't Know	1	3%

- ◆ Three respondents have been asked to reduce their hours.

*"Marketing Assistant" was included in this category due to the small number of responses and similar salaries.

SCHMIDT MARKETING

CitySurvey®

for

MINNEAPOLIS/ST. PAUL 2010

C. Base Salaries by Title

Title	n	High Salary	Low Salary	Average Salary	Median Salary
Director of Marketing (1-50 attorneys)	4	\$105,000	\$80,000	\$88,500	\$84,500
Director of Marketing/ Business Development (51-100 attorneys)	4	\$112,000	\$85,000	\$95,875	\$93,250
Director of Marketing/ Business Development (151-500 attorneys)	3	--	--	\$156,667	\$95,000
Manager (Business Development, Communications, Marketing)	9	\$110,000	\$51,000	\$82,667	\$82,000
Coordinator* (Communications, Events, Marketing)	11	\$72,700	\$39,999	\$54,582	\$52,500

Comparisons to 2008 Survey Results:

- **Director** average base salaries *decreased* by 6%. Median salaries *increased* by 2%
- **Manager** average base salaries *increased* by 7%. Median salaries *increased* by 8%.
- **Coordinator** average base salaries *increased* by 5%. Median salaries *increased* by 3%.

*"Marketing Assistant" was included in this category due to the small number of responses and similar salaries.

SCHMIDT MARKETING

CitySurvey®

for

MINNEAPOLIS/ST. PAUL 2010

D. Bonuses by Title

Title	n	High Bonus	Low Bonus	Average Bonus	Median Bonus
Director of Marketing (1-50 attorneys)	4	\$4,000	\$0	\$1,400	\$600
Director of Marketing/ Business Development (51-100 attorneys)	3	--	--	\$1,800	\$2,000
Director of Marketing/ Business Development (151-500 attorneys)	3	--	--	\$15,167	\$12,500
Manager (Business Development, Communications, Marketing)	9	\$13,000	\$0	\$2,972	\$750
Coordinator* (Communications, Events, Marketing)	11	\$2,000	\$0	\$586	\$500

Comparisons to 2008 Survey Results:

- **Director** average bonus *increased* by 46%. Median bonus compensation *decreased* by 17%.
- **Manager** average bonus *increased* by 58% and median bonus compensation *decreased* by 38%.
- **Coordinator** average bonus *decreased* by 49%. Median bonus *increased* from \$0 in 2008 to \$500 in 2010.

*"Marketing Assistant" was included in this category due to the small number of responses and similar salaries.

SCHMIDT MARKETING

CitySurvey®

for

MINNEAPOLIS/ST. PAUL 2010

E. Total Compensation by Title

Title	n	High Compensation	Low Compensation	Average Compensation	Median Compensation
Director of Marketing (1-50 attorneys)	4	\$105,000	\$81,600	\$89,900	\$86,500
Director of Marketing/ Business Development (51-100 attorneys)	3	--	--	\$101,300	\$97,900
Director of Marketing/ Business Development (151-500 attorneys)	3	--	--	\$171,833	\$187,500
Manager (Business Development, Communications, Marketing)	9	\$110,000	\$51,000	\$82,667	\$82,000
Coordinator* (Communications, Events, Marketing)	11	\$72,700	\$40,749	\$55,077	\$52,600

Comparisons to 2008 Survey Results:

- **Director** average total compensation *decreased* by 2%. Median total compensation *increased* by 9%.
- **Manager** average total compensation *increased* by 9% and median total compensation *increased* by 5%.
- **Coordinator** average total compensation *increased* by 2%. Median total compensation *increased* by 1%

*"Marketing Assistant" was included in this category due to the small number of responses and similar salaries.