

SCHMIDT MARKETING

CitySurvey® for the DC/CAPITAL AREA

A. Process

In June of 2008, Schmidt Marketing, Inc. conducted a salary survey of legal marketers in the DC/Capital area.

The survey link was sent by e-mail to 231 in-house law firm marketing professionals with a coordinator level title or above employed in the DC/Capital area. We received 125 responses, a 54% response rate.

B. Demographics

- ◆ When asked with which title respondents most identify, 52% identified themselves as “Managers.”

Title	n	Percentage of Total
CMO	6	5%
Director	22	17%
Manager	66	52%
Specialist	12	10%
Coordinator	19	15%

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

Firm Size	n	Percentage of Total
Up to 150	19	15%
151-500	35	28%
501-1,000	47	37%
>1,000	24	19%

- ◆ Most respondents identified their primary job function as business development.

Function	n	Percentage of Total
Generalist	36	31%
Marketing Communications	10	9%
Business Development	50	43%
Functional Specialist	20	17%

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

Responsibility	n	Percentage of Total
Firm wide	63	51%
One or more offices	23	19%
One or more practice groups	37	30%

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NOTE: Size of firm did not impact compensation except in the Director of Marketing, Business Development Manager and Marketing Manager positions as noted.

C. Base Salaries by Title

Title	n	High Salary	Low Salary	Average Salary	Median Salary
CMO	6	\$450,000	160,000	\$288,333	\$287,500
Director of Business Development	6	\$165,000	\$90,000	\$142,500	\$150,000
Director of Marketing* (≤400 attorneys)	9	\$250,000	\$112,500	\$165,500	\$160,000
Director of Marketing (401-1,000 attorneys)	7	\$210,000	\$131,000	\$172,714	\$170,000
Business Development Manager (≤500 attorneys)	10	\$165,000	\$83,100	\$111,900	\$105,000
Business Development Manager (501-700 attorneys)	8	\$138,000	\$90,000	\$107,813	\$103,500
Business Development Manager** (701-2,500 attorneys)	10	\$134,200	\$87,060	\$118,426	\$120,000
Marketing Manager (≤400 attorneys)	9	\$132,500	\$68,000	\$94,933	\$90,000
Marketing Manager (401-800 attorneys)	9	\$180,000	\$65,000	\$115,667	\$120,000

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

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

*** This category was created from those managers that indicated they had the term “Senior” in their title.

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

***** “Communications Specialist” was included in the “Marketing Specialist” category due to the small number of respondents and similar compensation.

SCHMIDT MARKETING

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(Base salaries continued)

Title	n	High Salary	Low Salary	Average Salary	Median Salary
Marketing Manager (901-2,000 attorneys)	5	\$111,000	\$85,000	\$102,700	\$109,000
Senior Marketing Manager***	4	\$150,000	\$100,225	\$130,806	\$136,500
Communications Manager	7	\$117,000	\$75,000	\$92,929	\$87,500
Research Manager****	3	--	--	\$93,667	\$92,000
Business Development Specialist	6	\$107,000	\$65,000	\$80,333	\$79,000
Marketing Specialist*****	6	\$90,000	\$45,000	\$67,083	\$67,500
Business Development Coordinator	5	\$75,000	\$42,383	\$59,813	\$62,000
Marketing Coordinator	14	\$68,000	\$39,500	\$52,118	\$51,250

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D. Bonuses by Title

Title	n	High Bonus	Low Bonus	Average Bonus	Median Bonus
CMO	6	\$100,000	\$0	\$34,333	\$25,000
Director of Business Development	6	\$25,000	\$0	\$8,617	\$5,850
Director of Marketing* (≤400 attorneys)	9	\$40,000	\$0	\$12,944	\$10,000
Director of Marketing (401-1,000 attorneys)	7	\$30,000	\$3,000	\$14,429	\$12,500
Business Development Manager (≤500 attorneys)	10	\$20,000	\$0	\$4,210	\$1,750
Business Development Manager (501-700 attorneys)	7	\$5,000	\$0	\$2,429	\$2,000
Business Development Manager** (701-2,500 attorneys)	10	\$19,000	\$0	\$6,513	\$5,064
Marketing Manager (≤400 attorneys)	8	\$13,000	\$0	\$4,719	\$3,500
Marketing Manager (401-800 attorneys)	9	\$15,000	\$0	\$3,444	\$2,000
Marketing Manager (901-2,000 attorneys)	5	\$12,000	\$0	\$4,200	\$4,000

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(Bonuses continued)

Title	n	High Bonus	Low Bonus	Average Bonus	Median Bonus
Senior Marketing*** Manager	4	\$7,250	\$5,000	\$5,813	\$5,500
Communications Manager	7	\$20,000	\$0	\$5,800	\$3,000
Research Manager****	3	--	--	\$1,667	\$2,000
Business Development Specialist	6	\$12,000	\$0	\$4,200	\$2,500
Marketing Specialist*****	6	\$3,500	\$0	\$1,000	\$0
Business Development Coordinator	5	\$5,000	\$0	\$2,080	\$2,200
Marketing Coordinator	14	\$5,000	\$0	\$1,995	\$1,580

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E. Total Compensation by Title

Title	n	High Compensation	Low Compensation	Average Compensation	Median Compensation
CMO	6	\$550,000	\$166,000	\$322,667	\$300,000
Director of Business Development	6	\$175,000	\$100,000	\$151,117	\$165,000
Director of Marketing* (≤400 attorneys)	9	\$300,000	\$118,000	\$177,667	\$175,000
Director of Marketing (401-1,000 attorneys)	7	\$238,000	\$134,000	\$189,571	\$190,000
Business Development Manager (≤500 attorneys)	10	\$175,000	\$85,000	\$116,210	\$105,450
Business Development Manager (501-700 attorneys)	8	\$140,000	\$90,000	\$109,938	\$106,000
Business Development Manager** (701-2,500 attorneys)	10	\$149,009	\$90,688	\$124,939	\$126,000
Marketing Manager (51-400 attorneys)	9	\$132,750	\$71,000	\$98,794	\$93,500
Marketing Manager (401-800 attorneys)	9	\$200,000	\$67,000	\$119,667	\$120,000
Marketing Manager (901-2,000 attorneys)	5	\$121,000	\$89,000	\$106,900	\$110,000

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(Total compensation continued)

Title	n	High Compensation	Low Compensation	Average Compensation	Median Compensation
Senior Marketing*** Manager	4	\$156,000	\$105,225	\$136,619	\$142,625
Communications Manager	8	\$137,000	\$60,000	\$93,888	\$88,550
Research Manager****	3	--	--	\$95,333	\$95,000
Business Development Specialist	6	\$119,000	\$65,000	\$84,533	\$81,500
Marketing Specialist*****	6	\$93,500	\$45,000	\$68,083	\$67,500
Business Development Coordinator	5	\$75,000	\$44,583	\$62,517	\$67,000
Marketing Coordinator	14	\$70,000	\$41,160	\$54,195	\$53,500

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