

SCHMIDT MARKETING

CitySurvey®

for

PORTLAND/SEATTLE

2011

A. Process

In November of 2011, Schmidt Marketing, Inc. conducted a salary survey of legal marketers in the cities and surrounding areas of Portland, Oregon and Seattle, Washington.

The survey link was sent by e-mail to 43 in-house law firm marketing professionals with a coordinator level title or above employed in Portland or Seattle. We received 15 responses.

B. Demographics

- ◆ The largest number of respondents (53%) were from the Seattle metropolitan area.

Location	n	Percentage of Total
Portland Metropolitan Area	6	40%
Seattle Metropolitan Area	8	53%
Other (multiple firm locations)	1	7%

- ◆ When asked with which title respondents most identify, 60% identified themselves as a “Director” or “Manager.”

Title	n	Percentage of Total
Director	6	40%
Manager	3	20%
Coordinator	3	20%
Specialist	3	20%

- ◆ The largest number of responses came from firms with 50 or fewer attorneys.

Firm Size	n	Percentage of Total
Up to 50	9	60%
51-200	5	33%
1501-2000	1	7%

- ◆ Sixty percent of respondents identified their primary job function as a marketing generalist.

Function	n	Percentage of Total
Generalist	9	60%
Marketing Communications	1	7%
Business Development	1	7%
Functional Specialist	3	20%
Other	1	7%

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- ◆ Ninety-three percent of respondents report their marketing responsibility as firm wide.

Responsibility	n	Percentage of Total
Firm wide	14	93%
Other (office and specific practice groups)	1	7%

- ◆ Of those who receive a bonus (67%), forty percent report it is based on merit/performance.

Bonus Type	n	Percentage of Total
Merit/Performance	4	40%
Holiday/Annual firm wide bonus	6	60%

* “Director of Marketing and Business Development,” “Director of Business Development” and “Director of Client Relations” were included in this category due to the number of responses and similar salaries.

** “Communications Manager” was included in this category due to the number of responses and similar salaries.

*** “Marketing and Business Development Coordinator” was included in this category due to the number of responses and similar salaries.

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C. Base Salaries by Title

Title	n	High Salary	Low Salary	Average Salary	Median Salary
Director of Marketing*	6	\$150,000	\$81,000	\$108,000	\$103,500
Marketing Manager**	3	--	--	\$70,667	\$72,000
Marketing Specialist	3	--	--	\$59,167	\$52,500
Marketing Coordinator***	3	--	--	\$54,167	\$57,500

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D. Bonuses by Title

Title	n	High Bonus	Low Bonus	Average Bonus	Median Bonus
Director of Marketing*	6	\$30,000	0	\$7,833	\$3,500
Marketing Manager**	3	--	--	\$2,433	\$3,000
Marketing Specialist	3	--	--	\$1,667	\$1,500
Marketing Coordinator***	3	--	--	\$167	0

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E. Total Compensation by Title

Title	n	High Compensation	Low Compensation	Average Compensation	Median Compensation
Director of Marketing*	6	\$155,000	\$87,000	\$115,833	\$103,500
Marketing Manager**	3	--	--	\$73,100	\$75,000
Marketing Specialist	3	--	--	\$60,833	\$54,000
Marketing Coordinator***	3	--	--	\$54,333	\$58,000

Percentage Change of Average Salary from 2009:

For Director of Marketing: increased 11%

For Marketing Manager: decreased 16.5%

For Coordinator: increased 7%

Percentage Change of Median Salary from 2009:

For Director of Marketing: increased 7%

For Marketing Manager: decreased 14%

For Coordinator: increased 16%

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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
Director of Marketing*	5	12%	3%	5.4%	3.5%
Marketing Manager**	2	--	--	11.8%	11.8%
Marketing Specialist	3	--	--	10.3%	4%
Marketing Coordinator***	0				

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