

# SCHMIDT MARKETING

CitySurvey®  
for  
WASHINGTON, D.C.  
2015

## A. Process

In 2015, Schmidt Marketing, Inc. conducted a salary survey of legal marketers in Washington, D.C.

The survey link was sent by e-mail to 126 in-house law firm marketing professionals with a coordinator-level title or above employed in Washington, D.C. We received 30 responses, a 24% response rate.

## B. Demographics

- ◆ When asked with which title respondents most identify, 37% identified themselves as “Directors” and 30% as “Managers.”

Title	n	Percentage of Total
CMO	2	7%
Director	11	37%
Manager	9	30%
Coordinator	6	20%
Specialist	1	3%
Other	1	3%

- ◆ The largest number of responses came from firms with 151-500 attorneys.

Firm Size	n	Percentage of Total
Up to 150	9	30%
151-500	11	37%
501-800	5	16%
801-1,000	3	10%
More than 1,000	2	7%

- ◆ Fifty percent of the respondents identified their primary job function as “Business Development.”

Function	n	Percentage of Total
Generalist	8	26%
Marketing Communications	2	7%
Business Development	15	50%
Functional Specialist	2	7%
Other ( <i>Head of Marketing and Business Development, Marketing, Business Development and PR, Practice Management</i> )	3	10%

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

Responsibility	n	Percentage of Total
Firm wide	17	57%
One or more offices	2	7%
One or more practice groups	11	36%

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

Bonus Type	n	Percentage of Total
Merit/Performance	18	62%
Length of service	1	3%
Holiday/Annual firm-wide bonus	6	21%
Other ( <i>Signing bonus, all of the above, all of the above plus supplemental bonus</i> )	4	14%

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## C. Base Salaries by Title

Title	n	High Salary	Low Salary	Average Salary	Median Salary
<b>CMO</b>	2	--	--	\$298,500	\$298,500
<b>Director of Marketing*</b>	7	\$250,000	\$80,000	\$173,214	\$157,000
<b>Director of Business Development</b>	3	\$224,500	\$190,000	\$204,833	\$200,000
<b>Marketing Manager**</b>	5	\$149,000	\$93,000	\$139,782	\$130,000
<b>Business Development Manager***</b>	5	\$168,000	\$128,000	\$152,100	\$152,000
<b>Coordinator****</b>	7	\$72,500	\$51,000	\$63,429	\$65,500

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

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

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

\*\*\*\* This category includes “Business Development Coordinator,” “Marketing/Communications Coordinator” and “Marketing Coordinator” positions. “Business Development Specialist” position was included in this category due to the number of respondents and similar compensation.

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## D. Bonuses by Title

Title	n	High Bonus	Low Bonus	Average Bonus	Median Bonus
CMO	2	--	--	\$10,500	\$10,500
Director of Marketing*	7	\$50,000	\$7,500	\$22,071	\$10,000
Director of Business Development	3	\$15,200	\$500	\$7,900	\$8,000
Marketing Manager**	5	\$13,900	0	\$8,564	\$6,000
Business Development Manager***	5	\$21,000	\$200	\$9,218	\$8,890
Coordinator****	6	\$4,000	\$1,300	\$2,567	\$2,850

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## E. Total Compensation by Title

Title	n	High Compensation	Low Compensation	Average Compensation	Median Compensation
CMO	2	--	--	\$309,000	\$309,000
Director of Marketing*	7	\$275,000	\$90,000	\$196,714	\$172,000
Director of Business Development	3	\$225,000	\$205,200	\$212,733	\$208,000
Marketing Manager**	5	\$154,000	\$93,000	\$148,255	\$143,000
Business Development Manager***	5	\$189,000	\$133,000	\$161,318	\$161,000
Coordinator****	6	\$72,000	\$52,300	\$64,483	\$67,750

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## Most Recent Annual Salary Increase by Title

Title	n	High Salary Increase	Low Salary Increase	Average Salary Increase	Median Salary Increase
<b>CMO</b>	2	--	--	5%	5%
<b>Director of Marketing*</b>	7	10%	2%	4.2%	3%
<b>Director of Business Development</b>	3	6%	2.75%	4.2%	3.8%
<b>Marketing Manager**</b>	5	8%	1%	3.8%	4%
<b>Business Development Manager***</b>	4	4%	2%	3.2%	3.4%
<b>Coordinator****</b>	5	14%	2%	6.4%	6%

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