

Wisnik Law Firm Marketing / BD Survey 2012

By Eva Wisnik

November 2012



Wisnik Career Enterprises, Inc.
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Our Goal Is To Help You Achieve Your Goals

Dear Friends of Wisnik,

We wanted to share the current findings from the Wisnik Law Firm Marketing/BD Survey with you. The attached information is based on a survey sent to Coordinators, Senior Coordinators, Specialist/Analysts and Senior Specialists at top law firms throughout the nation in October 2012. The results that follow were generated from 45 responses. Thank you to all of those who participated!

Our goal in sharing this information with you is to provide market information to the industry. We believe that these salary and bonus numbers reflect the current market accurately. By this, I mean that if a firm were to call tomorrow and ask us what they needed to pay a marketing coordinator, we would confidently quote them the numbers in this report. We have found that the new jobs we have placed this year fall into these ranges.

We hope that you find the enclosed information valuable. Have a wonderful holiday season and please let us know if there is any way we can help you achieve your goals!

All the best,
Eva Wisnik



Eva's Bio



Eva Wisnik
*President,
Wisnik Career
Enterprises, Inc.*

Eva Wisnik founded **Wisnik Career Enterprises, Inc.** in 1996 after serving as Director of Recruitment and Training for Schulte Roth & Zabel and Cadwalader, Wickersham & Taft. Over the past 15 years, she has worked with over 100 law firms, including 74 of the AmLaw 100. Wisnik has placed over 600 Recruiting, Marketing and BD professionals into law firms nationwide. Eva has conducted over 600 training programs for attorneys on topics that include Business Development Skills, Time Management and Myers Briggs. In addition, **Wisnik Career Enterprises, Inc.** has conducted over 30 salary surveys for law firm professionals since 1998.

Eva holds an MBA in Marketing from Fordham University and a BA in Psychology from Barnard College.



Response Breakdown

Total of 45 marketing professionals' salary and industry information

■ Breakdown by Position

- Coordinator: 15
- Senior Coordinator: 8
- Specialist/Analyst: 16
- Senior Specialist: 6

■ Breakdown by City

- New York: 26
- California: 6
- Other Locations: 13

Summary of Interesting Survey Results

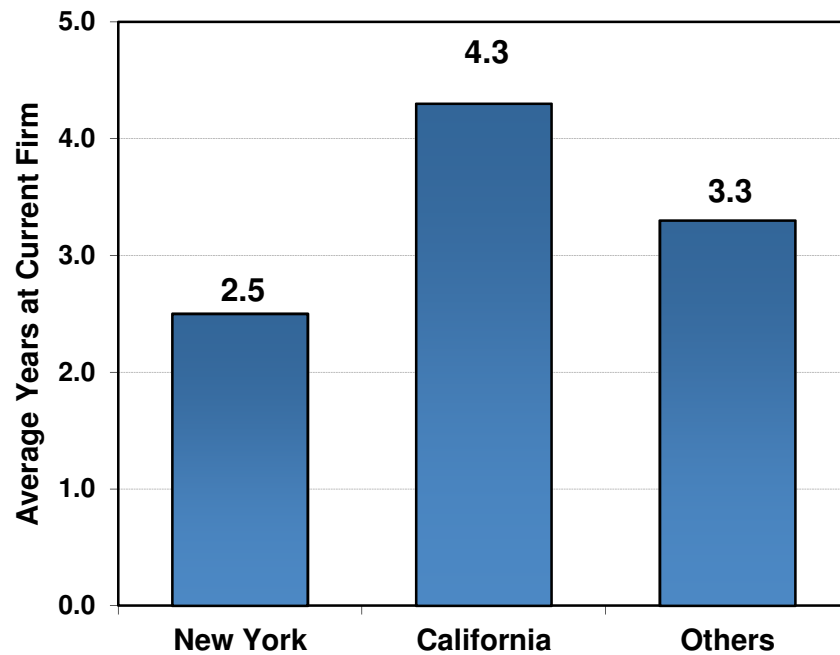
- 40% of respondents have been promoted with a title change in the past 2 years
- 68% received a bonus AND a raise last year
- 84% plan on being in legal marketing 2 years from now
- 80% would leave their current firm for career growth
- On average, respondents worked 45 hours/week
- 67% of Coordinators, Sr. Coordinators and Specialist/Analysts are not satisfied with their compensation

In the last 2 years:
50% say their department has increased in size
64% feel their department is not adequately staffed

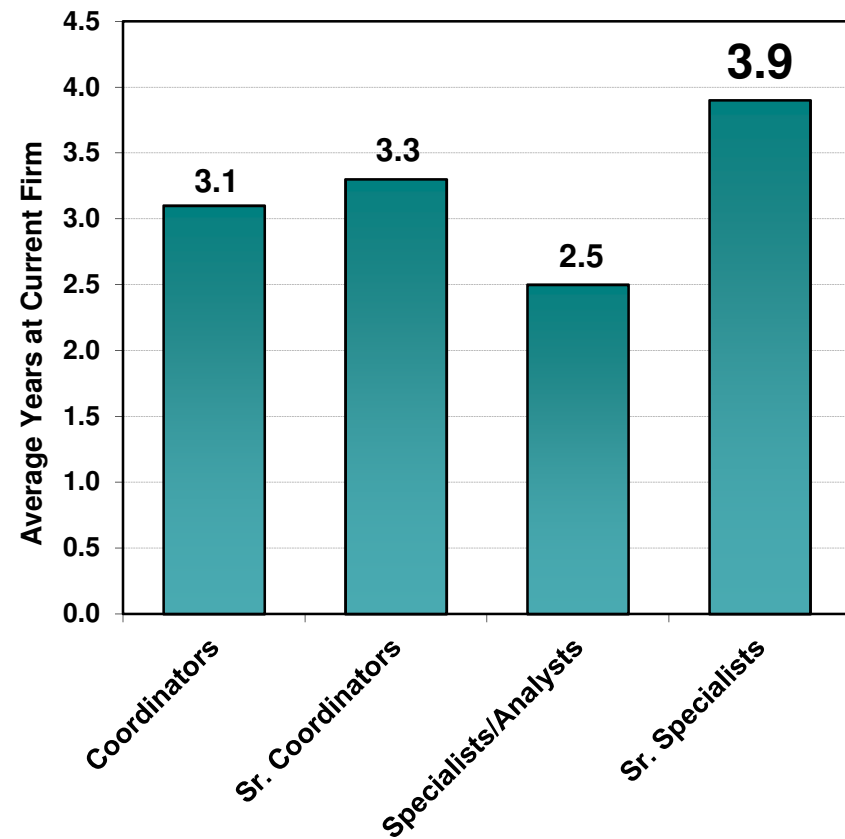
Profile of a Marketing/BD Professional

Years With Current Firm

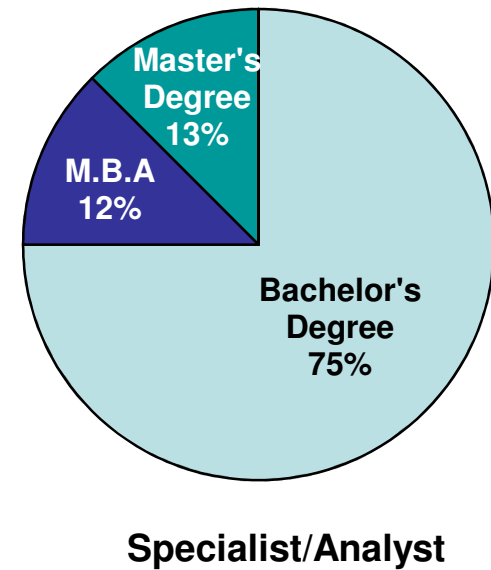
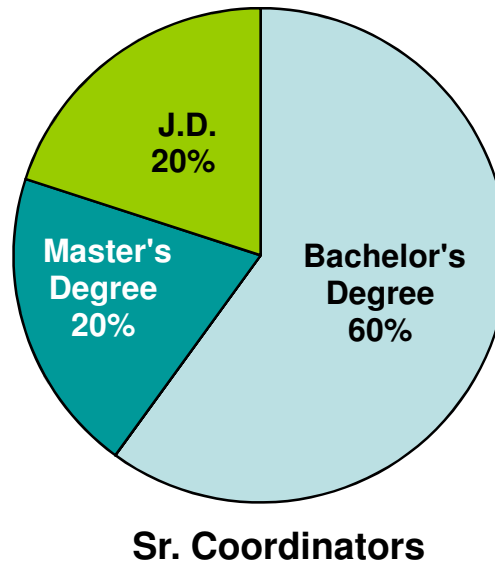
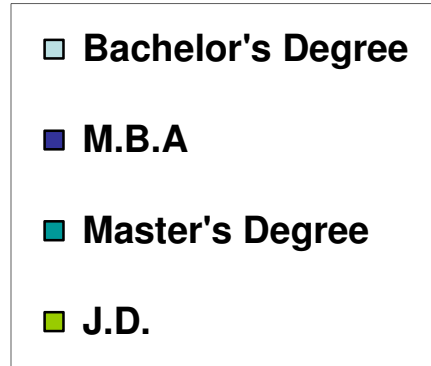
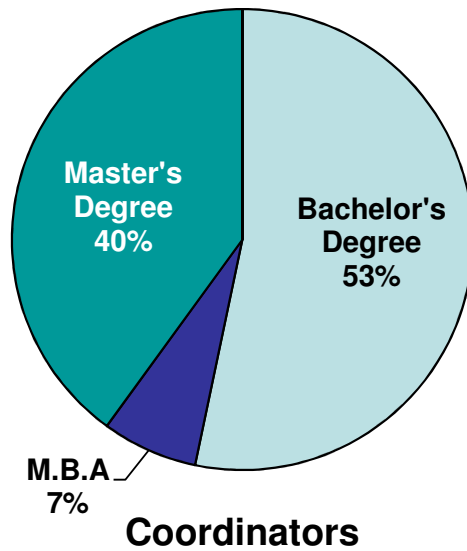
By City



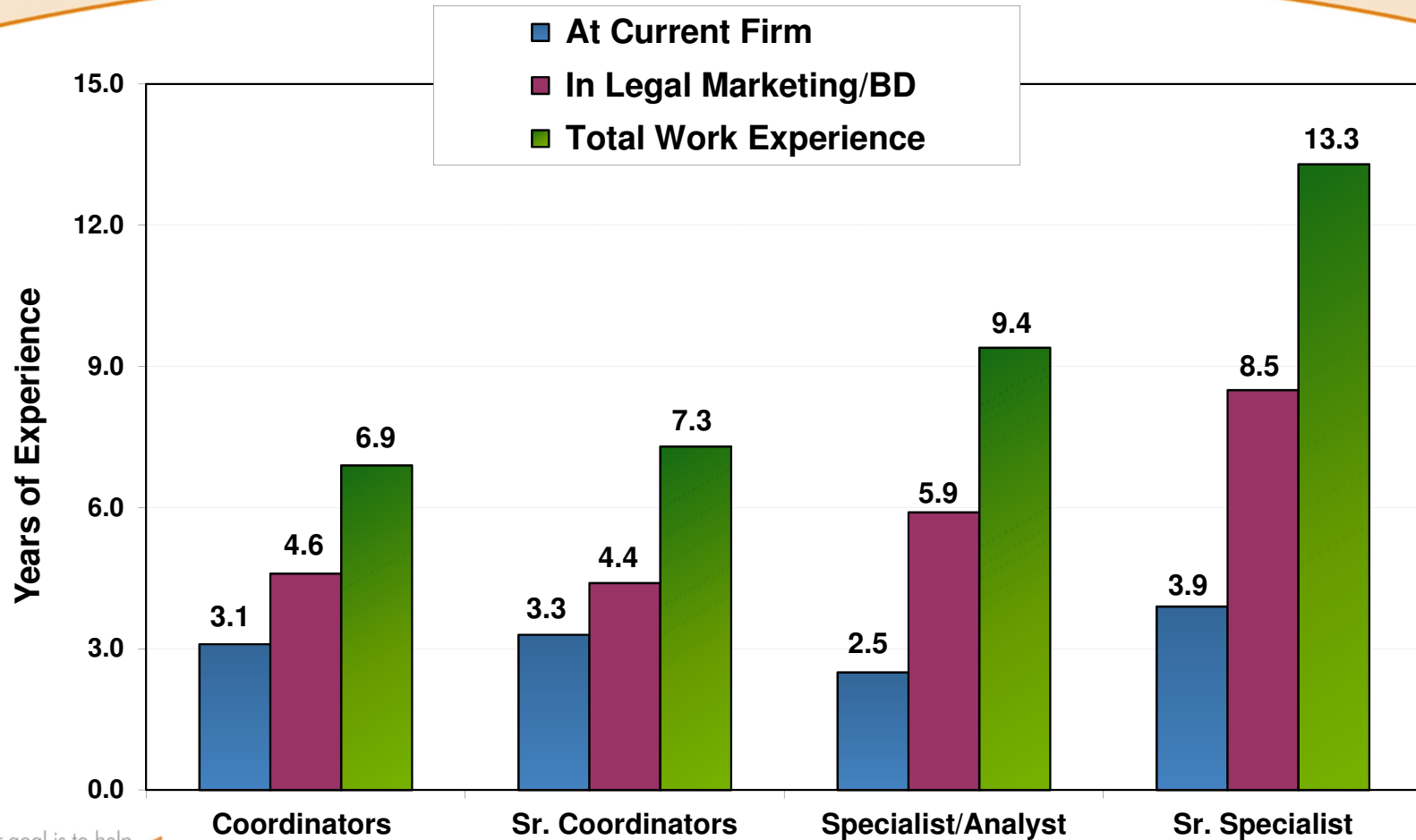
By Position



Degree of Education Attained



Average Years of Experience



Wisnik Salary Findings



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2012 Average Salaries, By Title

<u>Title</u>	<u>Avg. Salary</u>	<u>Median</u>	<u>Salary Range</u>
Coordinator (15):	\$57,834	\$58,000	\$41K - \$73K
Sr. Coordinator (8):	\$76,473	\$72,500	\$60K - \$100K
Specialist & Analyst (16):	\$74,095	\$72,520	\$50K - \$88K
Sr. Specialist (6):	\$129,600	\$138,000	\$92K- \$160K

* 7 of the 8 Sr. Coordinators are from NY

Average Salary, Bonus, & Raise by Location

Coordinators (15)
Average salary = \$57,834
Median = \$58,000

<u>Location (#):</u>	<u>New York (7):</u>	<u>Other Locations (8):</u>
Average Salary:	\$62,930	\$53,375
Salary Range:	\$55K – \$73K	\$41K – \$63K
Average Bonus:	\$2,050	\$1,950
Average Raise:	7.6%	5.7%

Average Salary, Bonus, & Raise by Location

Senior Coordinators (8)

Average salary = \$76,473

Median = \$72,500

<u>Location (#):</u>	<u>New York (7):</u>	<u>Other Locations (1):</u>
Average Salary:	\$77,409	*
Salary Range:	\$60K – \$100K	*
Average Bonus:	\$3,750	*
Average Raise:	*	*

Average Salary, Bonus, & Raise by Location

Analysts/Specialists (16)
Average salary = \$74,095
Median = \$72,520

<u>Location (#):</u>	<u>New York (8):</u>	<u>Other Locations (8):</u>
Average Salary:	\$76,800	\$70,308
Salary Range:	\$56K – \$88K	\$67K – \$78K
Average Bonus:	\$3,700	\$3,100
Average Raise:	6.1%	*

* Insufficient data

** Insufficient data for Senior
Specialist location analysis

Salary Breakdown by Position and Firm Size



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Average Salary, Bonus, & Raise by Firm Size

Coordinators (15)
Average salary = \$57,834
Median = \$58,000

<u>Firm Size:</u>	<u>1 - 499</u>	<u>500+</u>
Average Salary:	\$53,658	\$59,651
Salary Range:	\$41K - \$67K	\$51K - \$73K
Average Bonus:	\$2,312	\$1,740
Average Raise:	7%	6.6%

Average Salary, Bonus, & Raise by Firm Size

Senior Coordinators (8)

Average salary = \$76,473

Median = \$72,500

<u>Firm Size</u>	<u>1000+</u>
Average Salary:	\$75,373
Salary Range:	\$60K - \$94K
Average Bonus:	*
Average Raise:	*

* Insufficient data for 1000+ bonus and raise information and for other firm sizes

Average Salary, Bonus, & Raise by Firm Size

Analysts/Specialists (16)

Average salary = \$74,095

Median = \$72,520

<u>Firm Size</u>	<u>500 – 1000</u>	<u>1000+</u>
Average Salary:	\$76,400	\$70,308
Salary Range:	\$67K - \$83K	\$67.5K - \$78K
Average Bonus:	*	\$3,130
Average Raise:	*	*

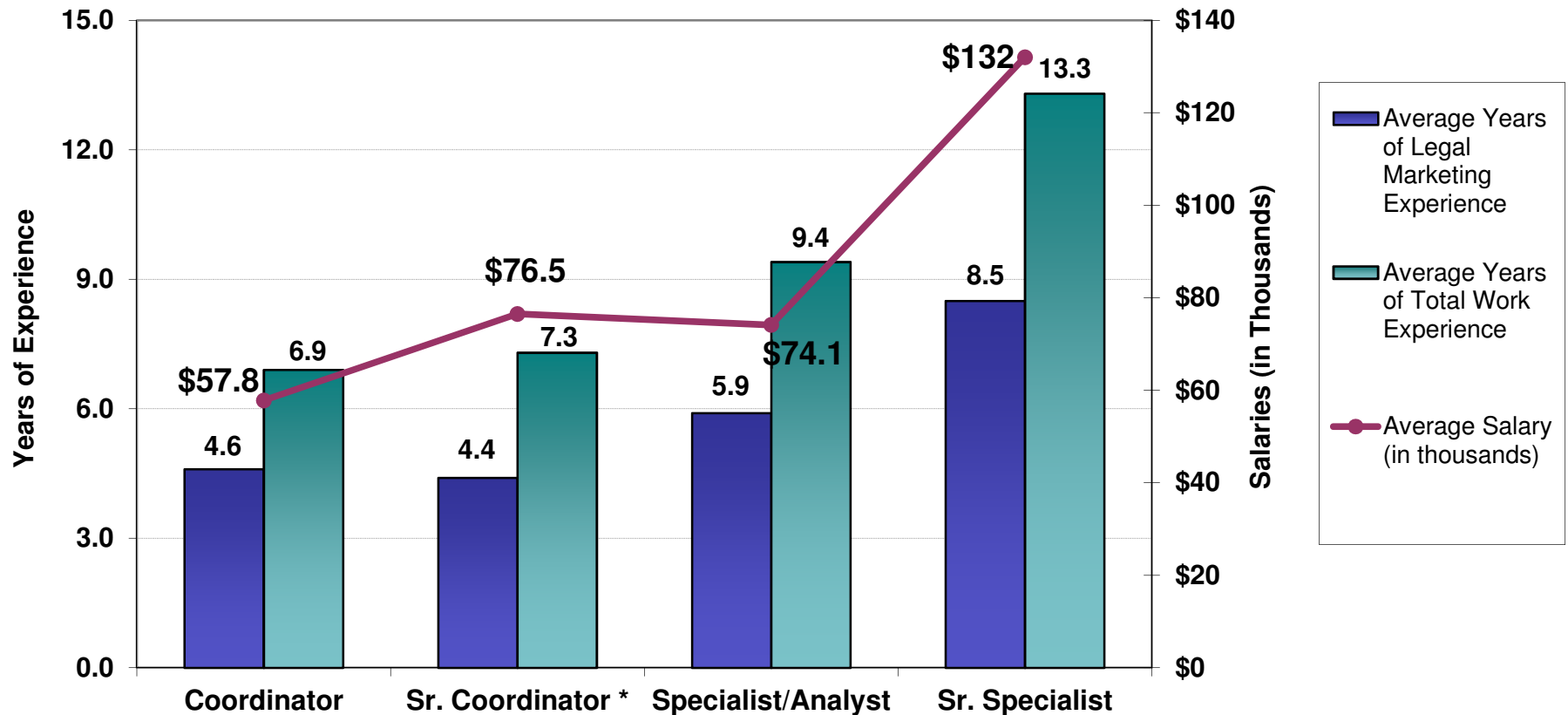
* Insufficient data for full bonus and raise information and for firm size 1-500 analysis

Wisnik Marketing Industry Findings



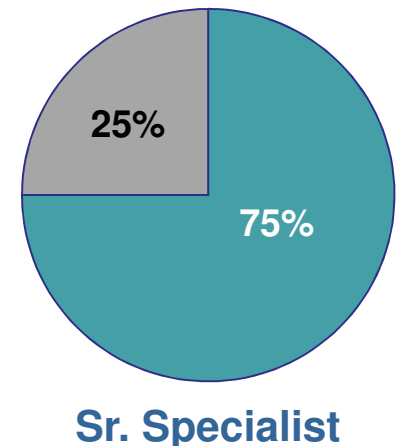
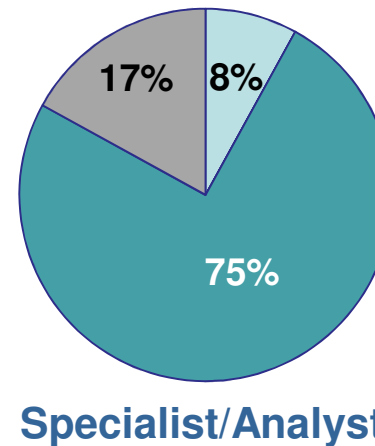
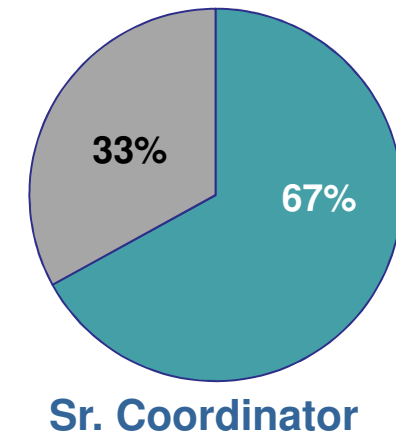
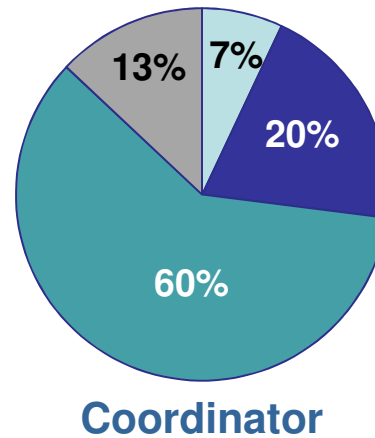
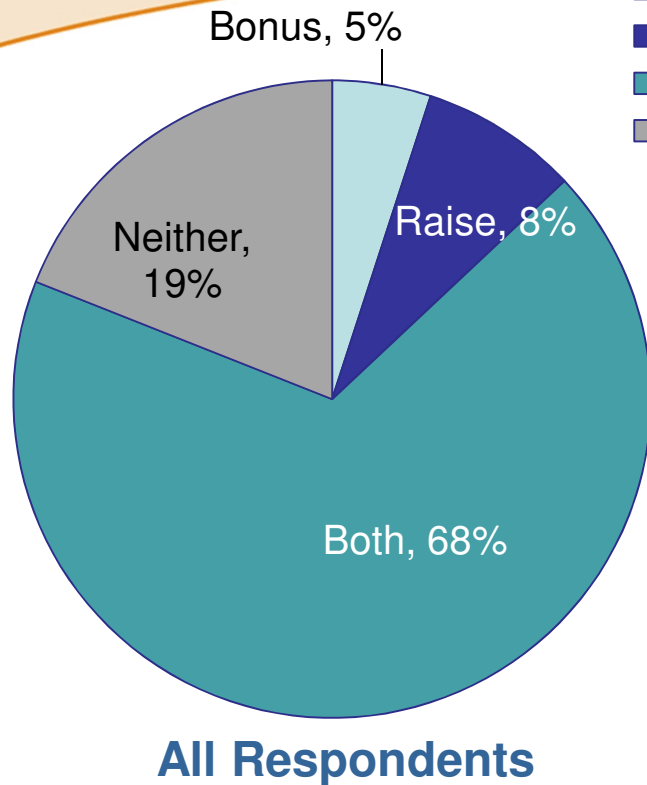
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Average Salary vs. Years of Experience



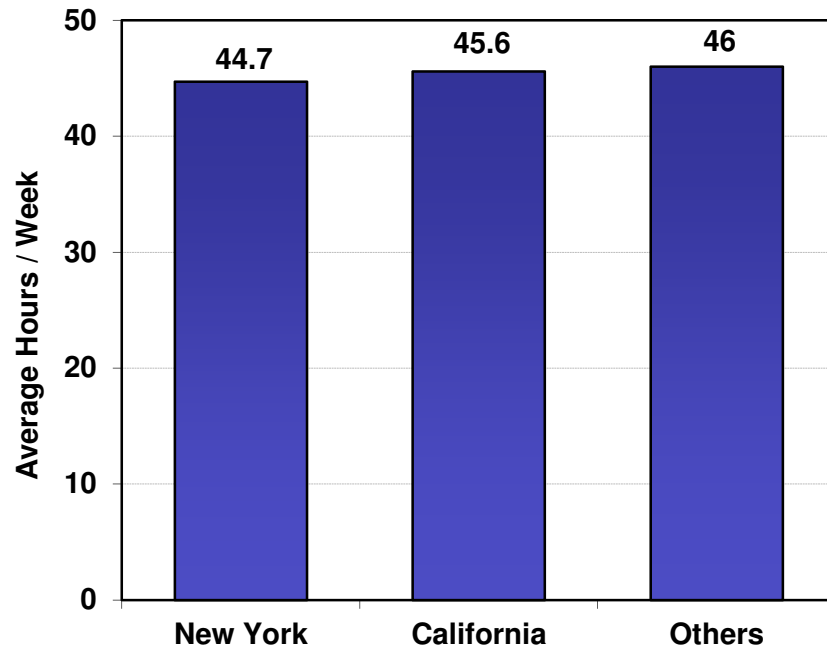
Did You Receive a Bonus and/or a Raise Last Year?

- Bonus
- Raise
- Both
- Neither

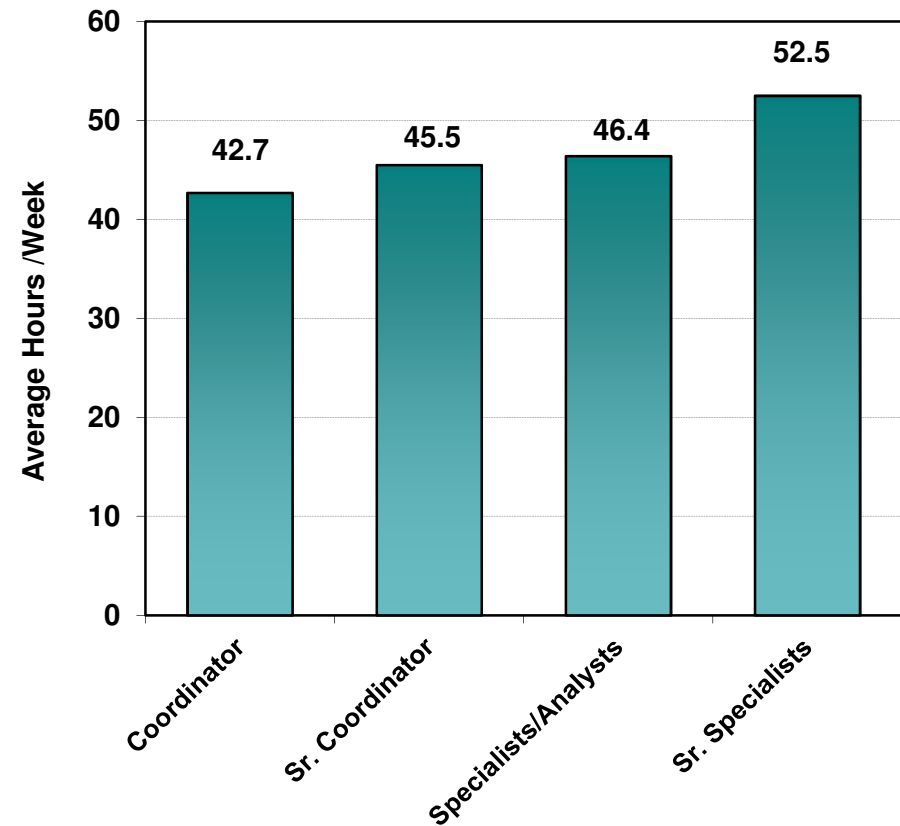


Average Hours Worked Per Week, Since January 1, 2012

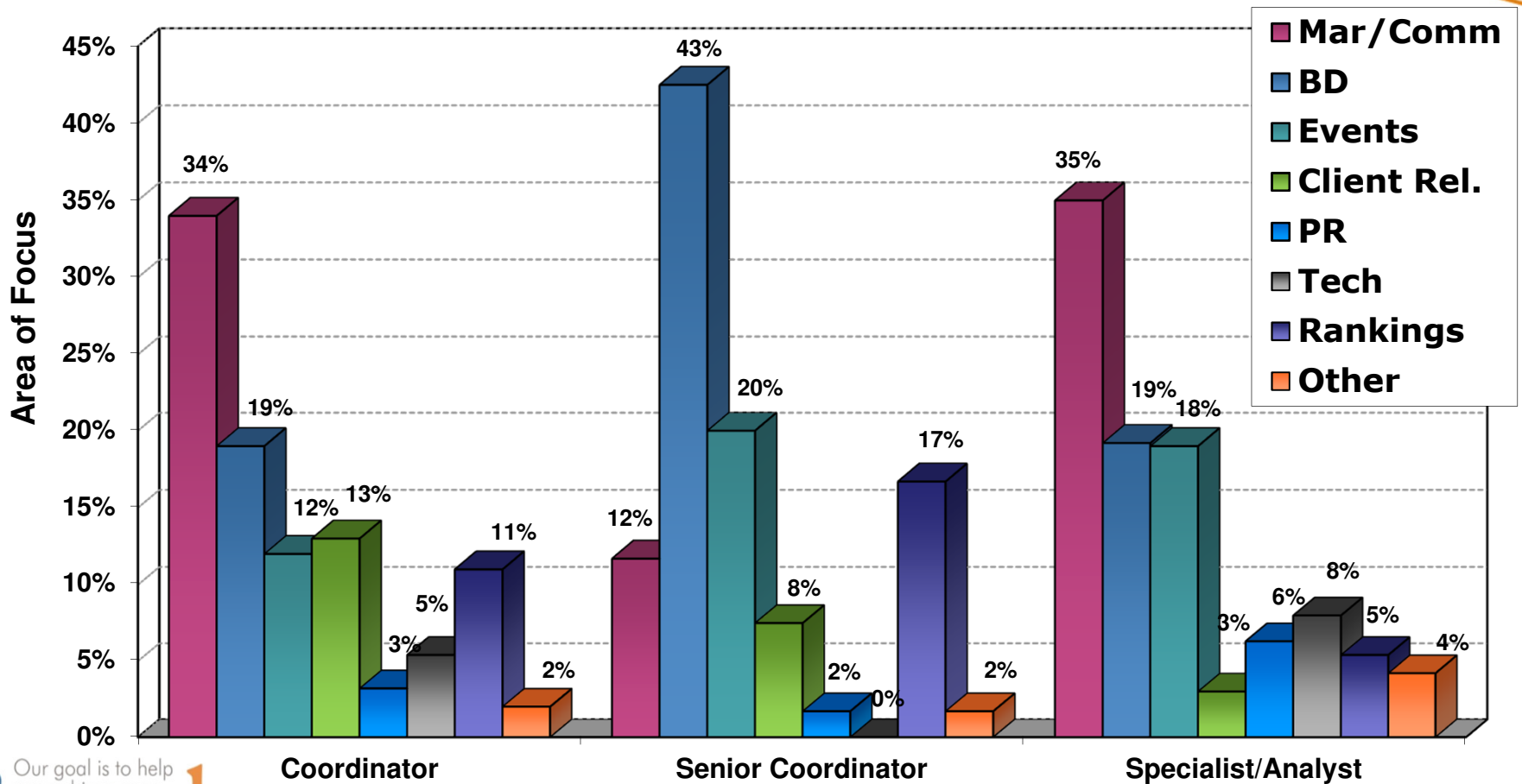
By City



By Position

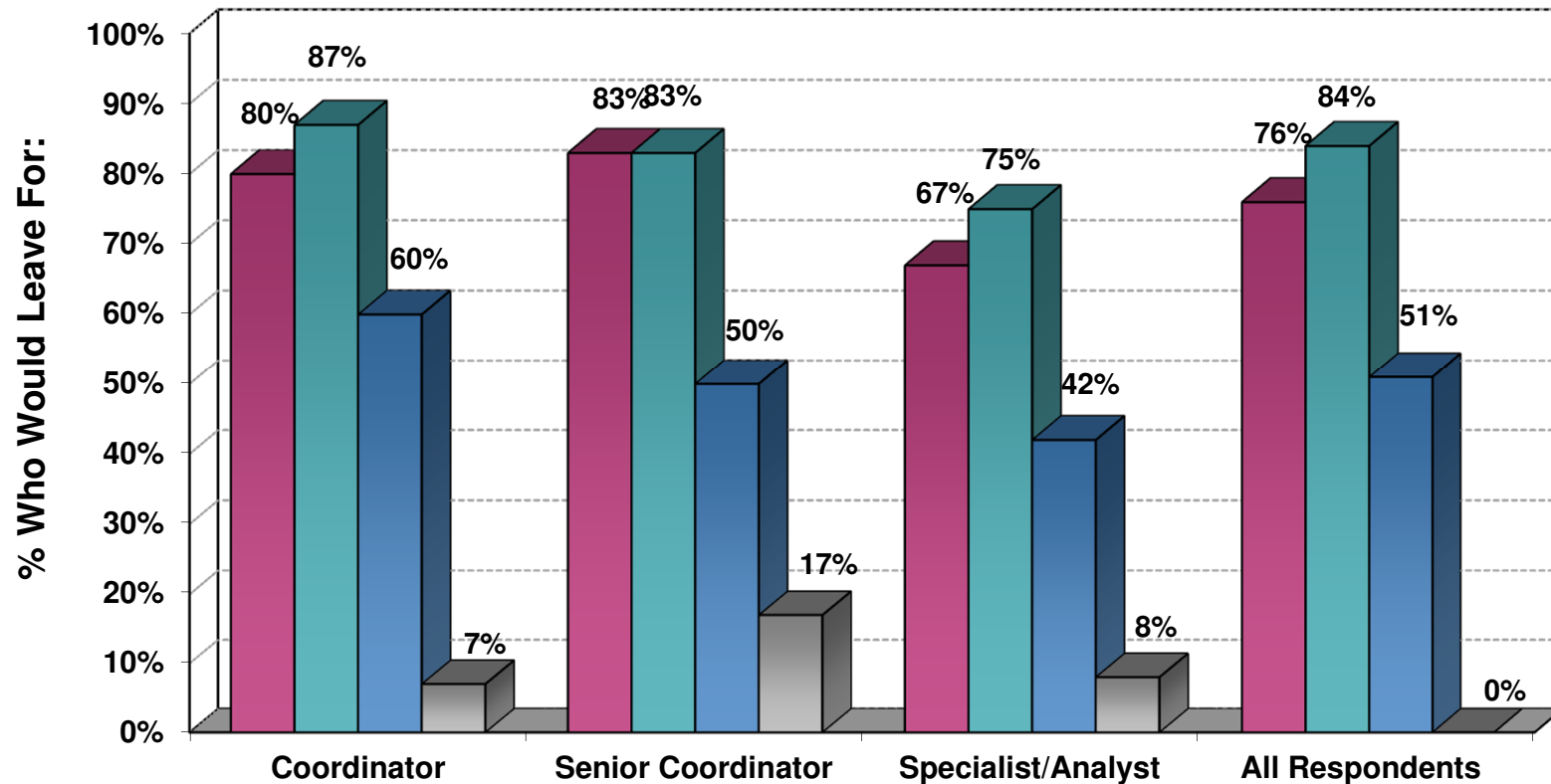


Where Are You Spending Your Time?



What Would You Leave Your Current Position For?

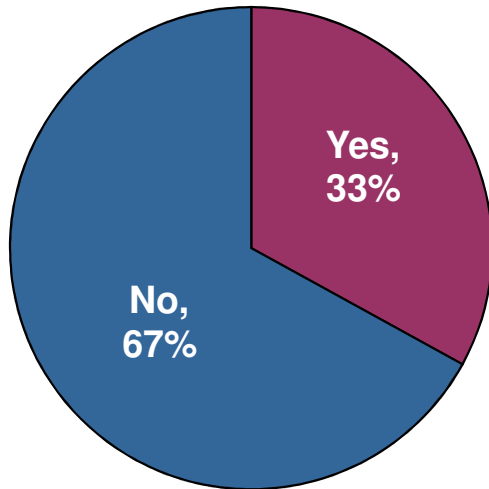
■ More Money ■ Career Growth ■ Increased Resp. ■ Would Not Leave



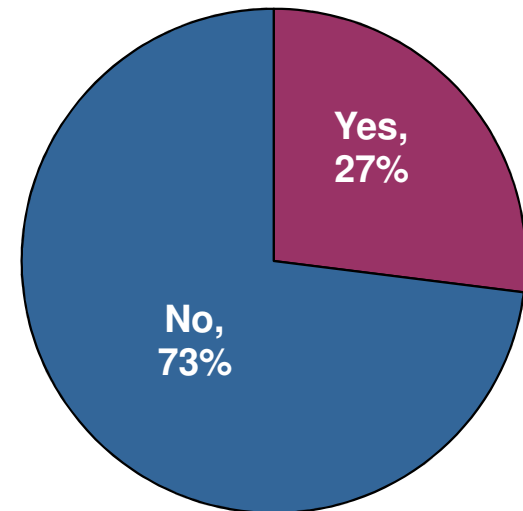
Do You Think You Are Adequately Staffed?

■ Yes ■ No

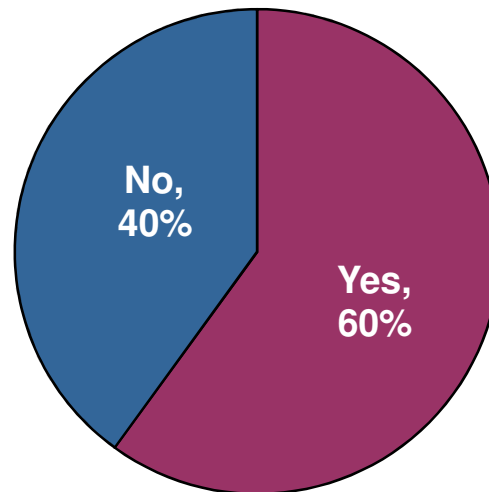
New York



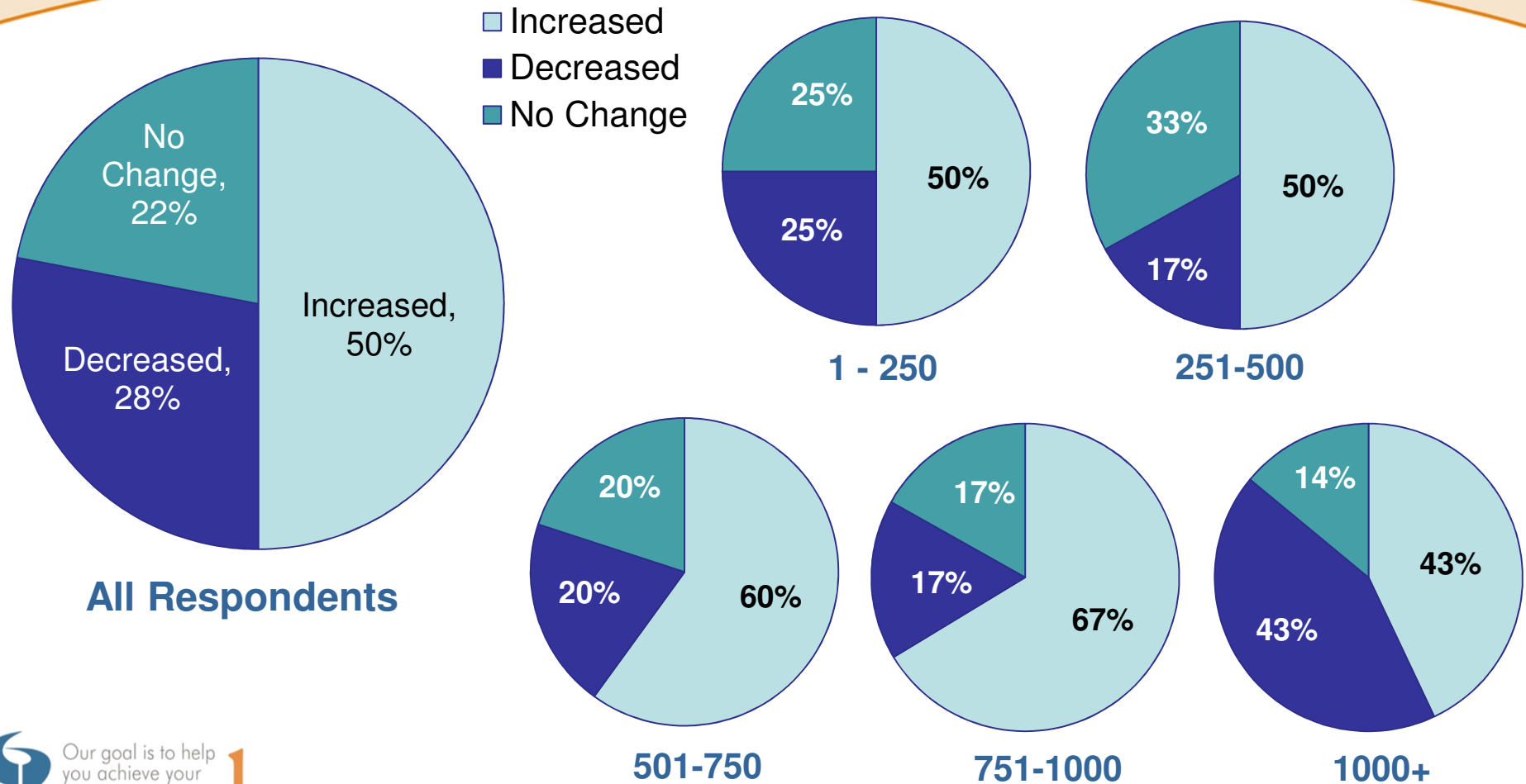
Other Locations



California



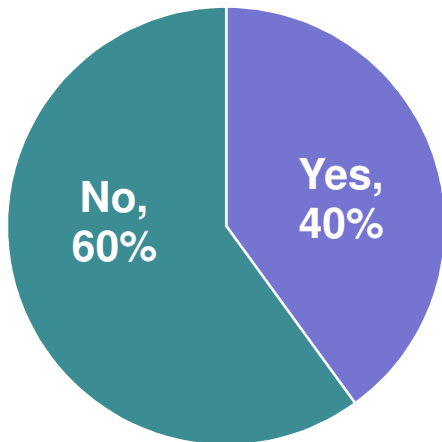
By Firm Size, has Your Department Increased in Size?



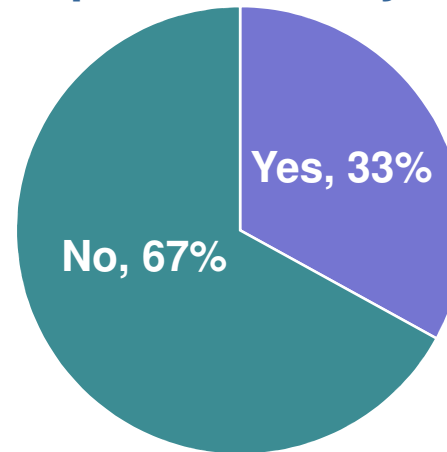
Have You Been Promoted with a Title Change in the Last 2 Years?

■ Yes ■ No

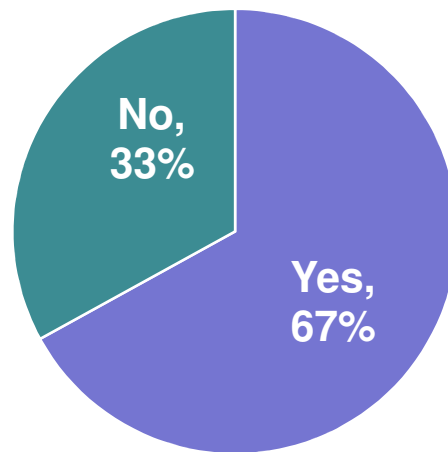
Coordinator



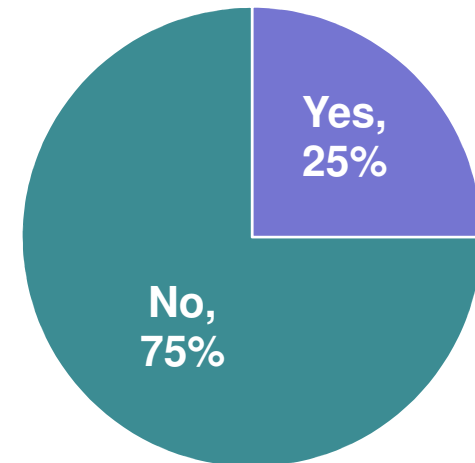
Specialist/Analyst



Sr. Coordinator



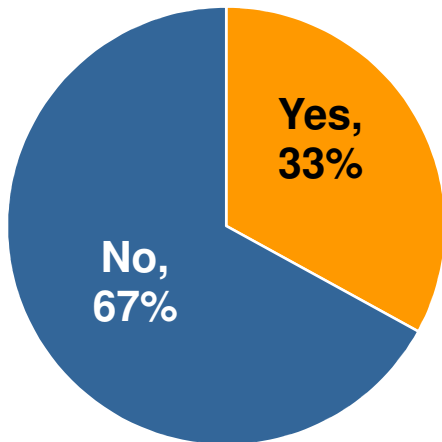
Sr. Specialist



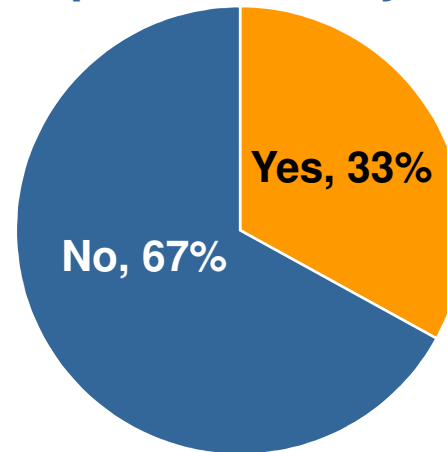
Do You Feel You Are Being Fairly Compensated?

■ Yes ■ No

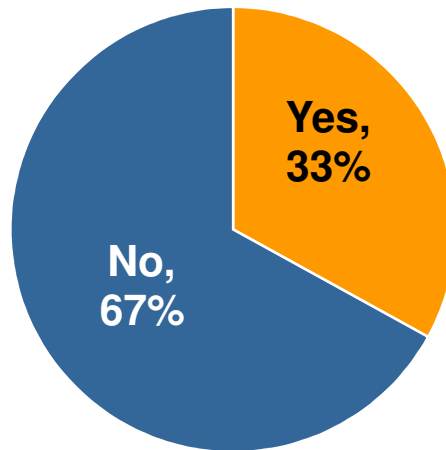
Coordinator



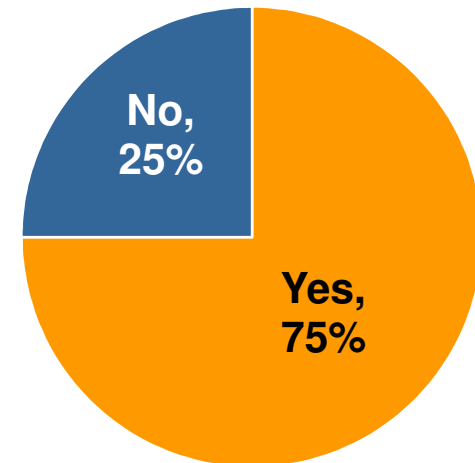
Specialist/Analyst



Sr. Coordinator



Sr. Specialist



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