

# Wisnik Law Firm Marketing / BD Survey 2013

By Eva Wisnik

November 2013



Our goal is to help  
you achieve your

goals

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 all levels of legal marketing and BD professionals at top law firms in New York, Chicago, and Washington, D.C in August 2013. The results that follow were generated from 231 responses. Thank you to all of those who participated!

Our goal in sharing this information with you is to offer benchmarks for where you, your staff, and your department fall as compared to your peers. 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 manager, we would confidently quote them the numbers in this report. We have found that the new jobs we have received since January fall into these ranges.

We hope that you find the enclosed information valuable. Your responses to this Wisnik Law Firm Marketing/BD Survey help us to capture and confirm market trends. As for the market, we have definitely seen a sharp increase in new law firm marketing positions since January and are hopeful that new opportunities will continue to grow. Have a wonderful Fall 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 17 years, she has worked with over 100 law firms, including 74 of the AmLaw 100. Wisnik has placed over 150 Marketing/BD professionals into law firms nation-wide. 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 231 marketing professionals' salary and industry information

## ■ By Position

- Chief: 19
- Director: 62
- Manager: 82
- Specialist/  
Sr. Coordinator: 43
- Coordinator: 20
- Assistant: 5

## ■ By Location

- New York: 144
- Washington, D.C.: 54
- Chicago: 32

## ■ By Firm Size

- 1-250: 29
- 251-500: 44
- 501-750: 25
- 751-1000: 45
- 1000+: 62

# Summary of Interesting Survey Results

- 73% received a bonus AND a raise last year; 21% received either a bonus OR a raise
- 85.5% of you plan to be in legal marketing 2 years from now
- Over 55% of both Chiefs and Directors have a graduate degree (JD, Master's, or MBA)

In the last 2 years:

54.5% say their department has increased in size

40% of respondents have been promoted with a title change

# 2013 Average Salaries, By Title

<u>Title (# of responses with salary info)</u>	<u>Avg. Salary</u>	<u>Median</u>	<u>Salary Range</u>	<u>Avg. Bonus</u>	<u>Avg. Raise</u>
<b>Chief (19):</b>	\$344,421	\$340,000	\$205k - \$550k	\$55,735	4.9%
<b>Director (55):</b>	\$208,702	\$210,000	\$93k - \$355k	\$18,486	4.3%
<b>Manager (73):</b>	\$128,218	\$128,000	\$78k - \$195k	\$8,739	5.6%
<b>Specialist/Sr. Coordinator (36):</b>	\$83,580	\$78,250	\$60k - \$145k	\$4,256	5.2%
<b>Coordinator (18):</b>	\$58,180	\$58,225	\$42.5k - \$75.5k	\$1,800	3.6%
<b>Assistant (5):</b>	\$45,400	\$45,000	\$40k - \$55k	*	*

\* Insufficient number of responses

# Average Salaries by City

<u>Title</u>	<u>New York</u>	<u>Chicago</u>	<u>Washington, D.C.</u>
<b>Chief:</b>	\$345,000	\$233,500	\$407,143
<b>Director:</b>	\$220,682	\$184,667	\$193,006
<b>Manager:</b>	\$135,771	\$116,738	\$118,742
<b>Specialist/ Sr. Coord.:</b>	\$84,464	*	*
<b>Coordinator:</b>	\$62,865	\$54,200	\$52,613
<b>Assistant:</b>	\$45,400	*	*

\* Insufficient number of responses  
Note: Salary data shown is *base salary*

# Wisnik Salary Findings



# Average Salary, Bonus, & Raise by Location

**All Chiefs = 19**

***Average Salary = \$344,125    Median = \$340,000  
Average Bonus = \$55,735    Average Raise = 4.9%***

<u>Location:</u>	<u>New York</u>	<u>Chicago</u>	<u>Washington, D.C.</u>
<b>Average Salary:</b>	\$345,714	\$233,500	\$416,667
<b>Median:</b>	\$320,000	\$214,500	\$385,000
<b>Salary Range:</b>	\$275k - \$500k	\$205k - \$300k	\$215k - \$550k
<b>Average Bonus:</b>	\$86,429	\$25,000	\$40,417
<b>Average Raise:</b>	3.7%	7%	4.8%

# Average Salary, Bonus, & Raise by Location

**All Directors = 55**  
**Average Salary = \$208,702    Median = \$210,000**  
**Average Bonus = \$18,486    Average Raise = 4.3%**

<u>Location:</u>	<u>New York</u>	<u>Chicago</u>	<u>Washington, D.C.</u>
<b>Average Salary:</b>	\$220,682	\$184,667	\$193,006
<b>Median:</b>	\$220,000	\$170,000	\$185,000
<b>Salary Range:</b>	\$93k - \$355k	\$119k - \$275k	\$146.5k - \$237k
<b>Average Bonus:</b>	\$23,155	\$19,667	\$8,309
<b>Average Raise:</b>	4.8%	3.4%	3.6%

# Average Salary, Bonus, & Raise by Location

**All Managers = 73**

***Average Salary = \$128,218    Median = \$128,000***

***Average Bonus = \$8,739    Average Raise = 5.6%***

<u>Location:</u>	<u>New York</u>	<u>Chicago</u>	<u>Washington, D.C.</u>
<b>Average Salary:</b>	\$135,771	\$116,783	\$118,742
<b>Median:</b>	\$131,650	\$117,450	\$120,000
<b>Salary Range:</b>	\$80k - \$195k	\$83k - \$160k	\$78k - \$160k
<b>Average Bonus:</b>	\$10,556	\$6,637	\$6,023
<b>Average Raise:</b>	5.9%	5.3%	5.2%

# Average Salary, Bonus, & Raise by Location

**All Specialist / Sr. Coordinators = 36**  
**Average Salary = \$83,580 Median = \$78,250**  
**Average Bonus = \$4,256 Average Raise = 5.2%**

<u>Location:</u>	<u>New York</u>
Average Salary:	\$84,464
Median:	\$78,500
Salary Range:	\$60k - \$145k
Average Bonus:	\$4,267
Average Raise:	5.6%

\* Insufficient number of responses for Chicago and for DC data

# Average Salary, Bonus, & Raise by Location

**All Coordinators = 18**

**Average Salary = \$58,180 Median = \$58,225**

**Average Bonus = \$1,800 Average Raise = 3.6%**

<u>Location:</u>	<u>New York</u>	<u>Chicago</u>
<b>Average Salary:</b>	\$62,865	\$54,200
<b>Median:</b>	\$65,000	\$50,000
<b>Salary Range:</b>	\$50k - \$75k	\$48k - \$66k
<b>Average Bonus:</b>	\$2,250	\$1,320
<b>Average Raise:</b>	5.9%	*

\* Insufficient number of responses for all DC data and for Chicago raise data

\*\* Insufficient data for Assistant breakdown

# Salary Breakdown by Position and Firm Size

# Average Salary, Bonus, & Raise by Firm Size

**All Chiefs = 19**  
**Average Salary = \$344,125    Median = \$340,000**  
**Average Bonus = \$55,735    Average Raise = 4.9%**

<u>Firm Size:</u>	<u>1-249</u>	<u>250-499</u>	<u>750+</u>
<b>Average Salary:</b>	\$227,500	\$315,571	\$395,833
<b>Median:</b>	\$277.5K	\$340K	\$400K
<b>Salary Range:</b>	\$205k - \$275k	\$214k - \$385k	\$300k - \$550k
<b>Average Bonus:</b>	\$18,750	\$60,357	\$87,500
<b>Average Raise:</b>	*	3.3%	*

\* Insufficient number of responses for Firm Size 500-749 and for some raise data

# Average Salary, Bonus, & Raise by Firm Size

**All Directors = 55**  
**Average Salary = \$208,702    Median = \$210,000**  
**Average Bonus = \$18,486    Average Raise = 4.3%**

<b>Firm Size:</b>	<b>1-249</b>	<b>250-499</b>	<b>500-749</b>	<b>750-999</b>	<b>1000+</b>
<b>Average Salary:</b>	\$183,375	\$214,333	\$199,167	\$211,750	\$223,976
<b>Median:</b>	\$171,000	\$215,000	\$193,000	\$203,000	\$218,000
<b>Salary Range:</b>	\$93k - \$275k	\$163k - \$270k	\$150k - \$275k	\$154.5k - \$310k	\$165k - \$355k
<b>Average Bonus:</b>	\$12,318	\$16,643	\$23,917	\$19,814	\$27,267
<b>Average Raise:</b>	3.3%	6.3%	3.6%	6.2%	3.3%

\* 78% of respondents for Firm Size 250-499 are from NY



# Average Salary, Bonus, & Raise by Firm Size

**All Managers = 73**  
**Average Salary = \$128,218 Median = \$128,000**  
**Average Bonus = \$8,739 Average Raise = 5.6%**

<b>Firm Size:</b>	<b>1-249</b>	<b>250-499</b>	<b>500-749</b>	<b>750-999</b>	<b>1000+</b>
<b>Average Salary:</b>	\$114,629	\$123,491	\$128,817	\$136,687	\$129,788
<b>Median:</b>	\$120,000	\$118,500	\$131,000	\$134,000	\$128,300
<b>Salary Range:</b>	\$78k - \$150k	\$93k - \$195k	\$83k - \$165k	\$89k - \$190k	\$80k - \$175k
<b>Average Bonus:</b>	\$15,000	\$7,942	\$6,125	\$8,714	\$9,367
<b>Average Raise:</b>	10.4%	5.4%	4.4%	5.4%	5.8%

# Average Salary, Bonus, & Raise by Firm Size

**All Specialist / Sr. Coordinators = 36**  
**Average Salary = \$83,580 Median = \$78,250**  
**Average Bonus = \$4,256 Average Raise = 5.2%**

<u>Firm Size:</u>	<u>250-499</u>	<u>750-999</u>	<u>1000+</u>
<b>Average Salary:</b>	\$83,083	\$73,500	\$91,105
<b>Median:</b>	\$83,500	\$70,000	\$90,000
<b>Salary Range:</b>	\$61k - \$103k	\$60k - \$92k	\$65k - \$145k
<b>Average Bonus:</b>	*	\$3,622	\$4,859
<b>Average Raise:</b>	4.4%	5.6%	5.3%

\* Insufficient number of respondents for Firm Sizes 1-249 and 500-749, and some bonus data

# Average Salary, Bonus, & Raise by Firm Size

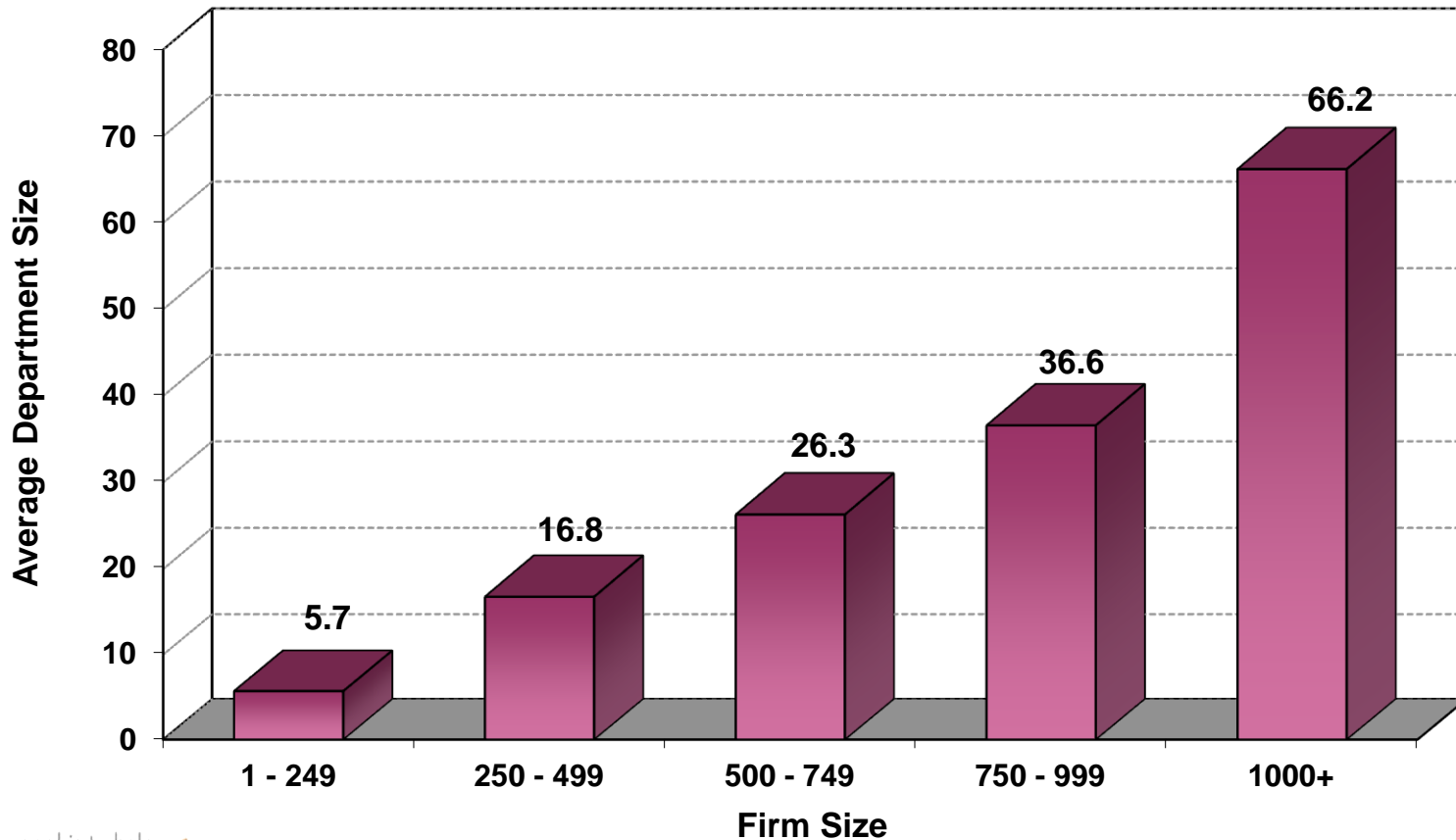
**All Coordinators = 18**  
**Average Salary = \$58,180 Median = \$58,225**  
**Average Bonus = \$1,800 Average Raise = 3.6%**

<u>Firm Size:</u>	<u>250-499</u>	<u>750-999</u>	<u>1000+</u>
<b>Average Salary:</b>	\$52,125	\$61,100	\$61,248
<b>Median:</b>	\$54,000	\$65,000	\$65,000
<b>Salary Range:</b>	\$42.5k - \$58k	\$44.5k - \$70k	\$48k - \$75k
<b>Average Bonus:</b>	*	*	\$1,475
<b>Average Raise:</b>	*	*	5.3%

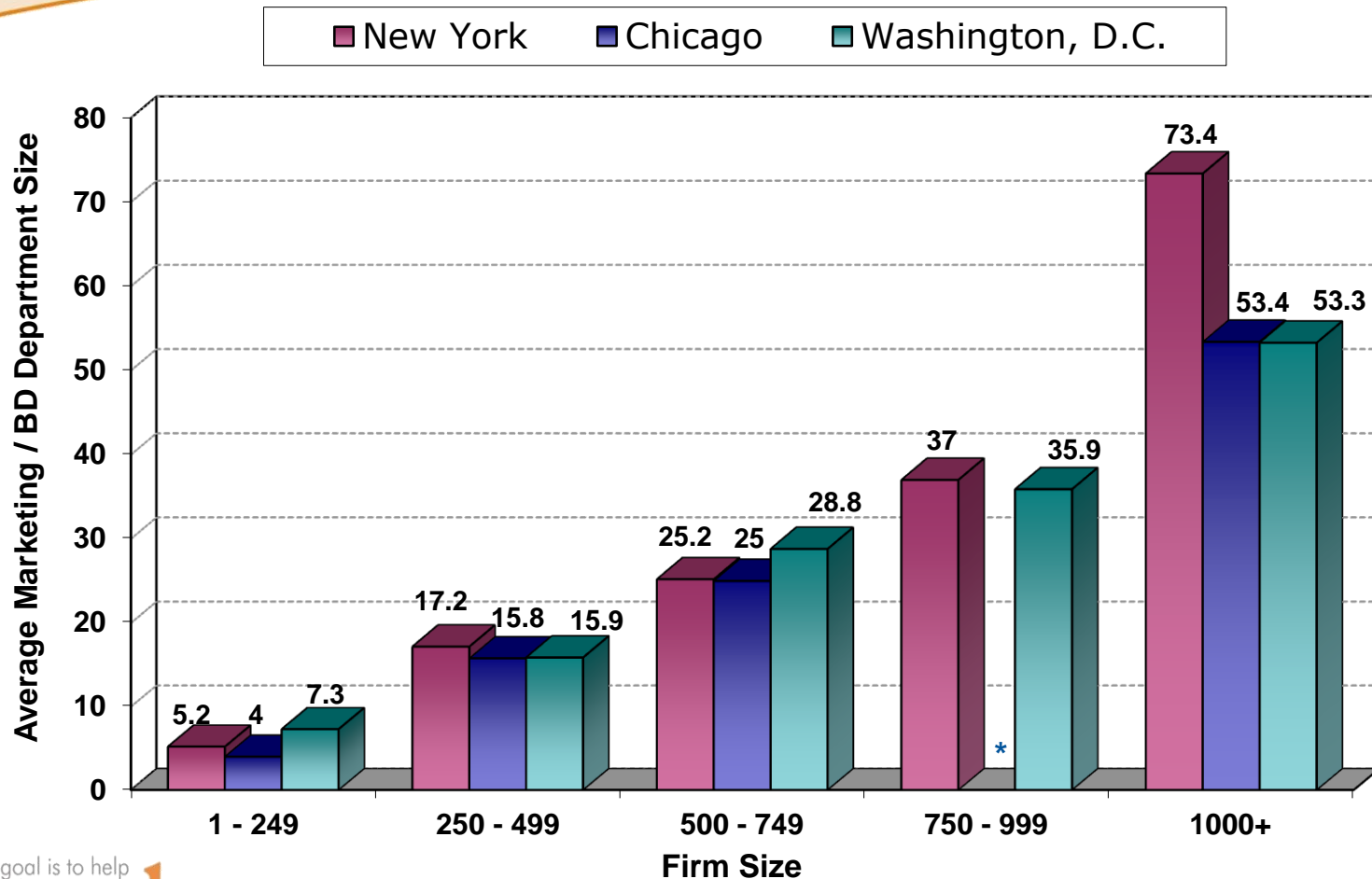
\* Insufficient number of respondents for Firm Size 1-249 and 500-749, and some bonus, raise data

# Industry Findings: Firm Structure & Staffing

# Size of Firm vs. Size of Marketing Department



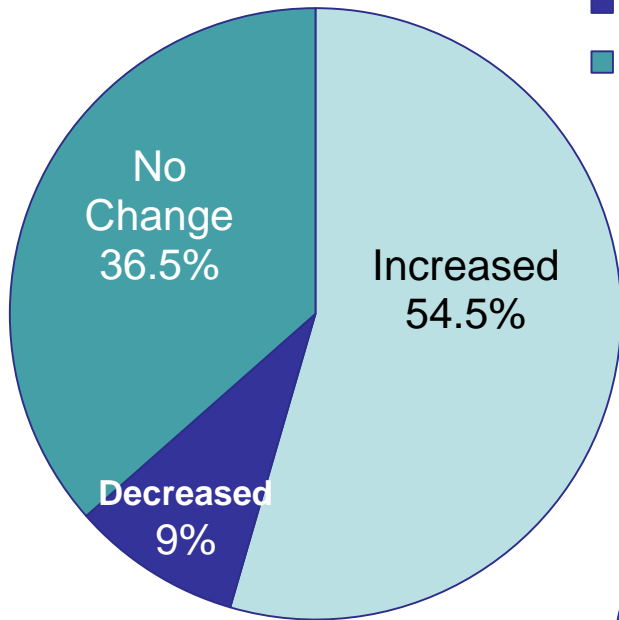
# Size of Firm vs. Size of Department, by City



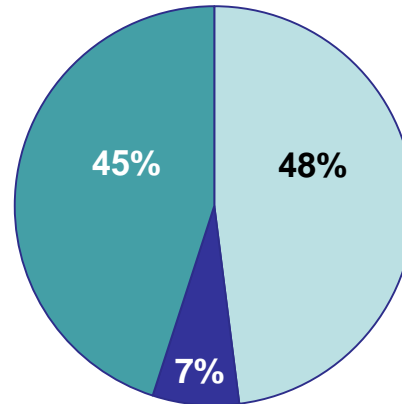
\* Insufficient data for Chicago size 750-999

# Has Your Department Size Changed?

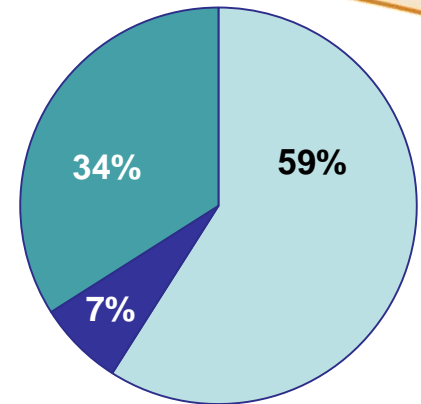
- Increased
- Decreased
- No Change



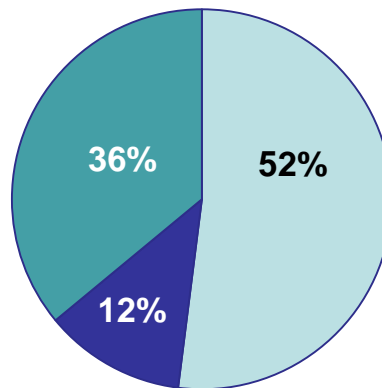
All Respondents



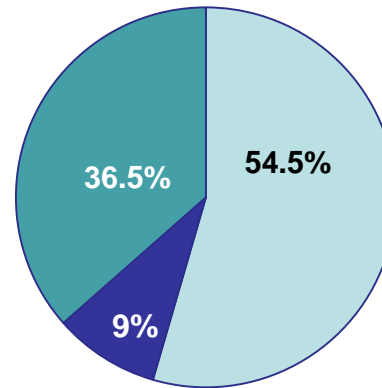
1 - 249



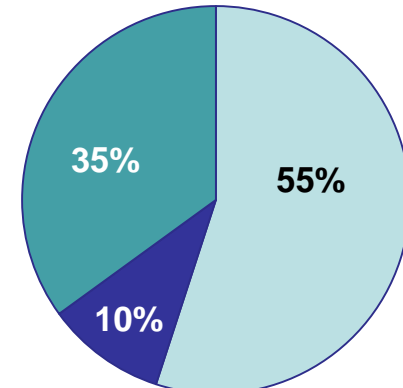
250-499



500-749

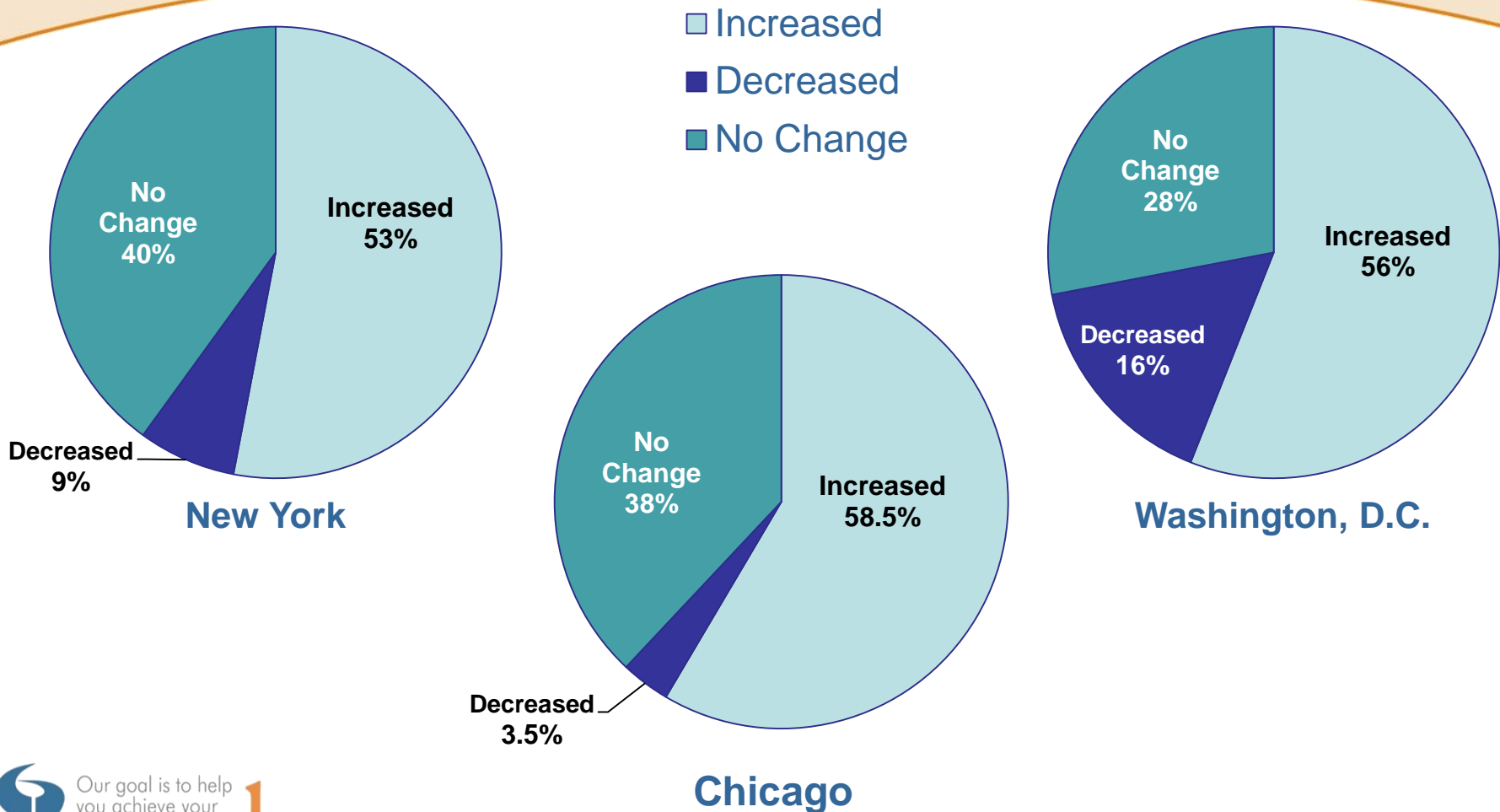


750-999



1000+

# Department Size Changes: City Comparison

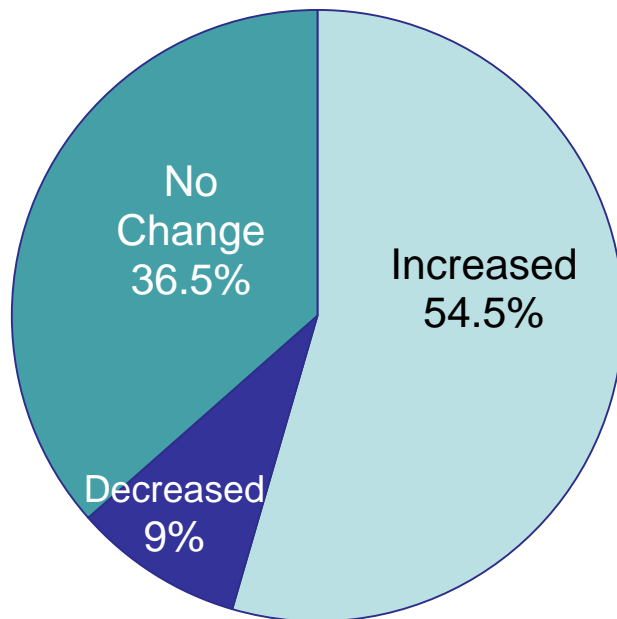




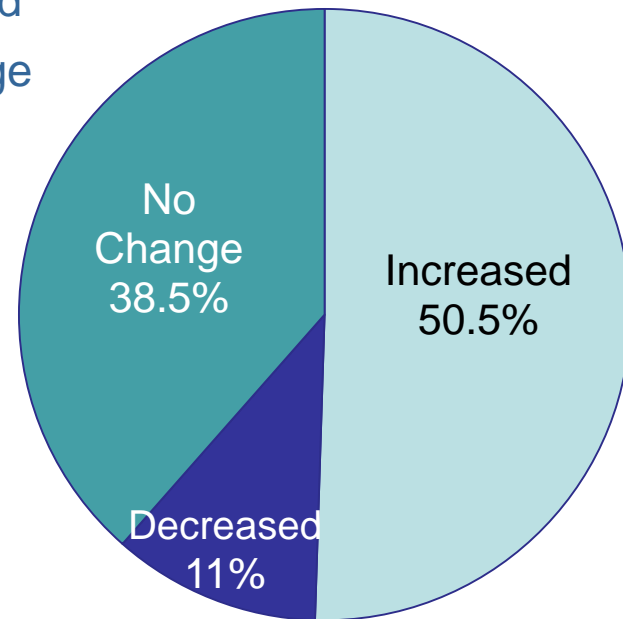
# Department Size Changes: 2013 & 2011 Comparison

My Department Size has:

- Increased
- Decreased
- No Change



2013: All Respondents

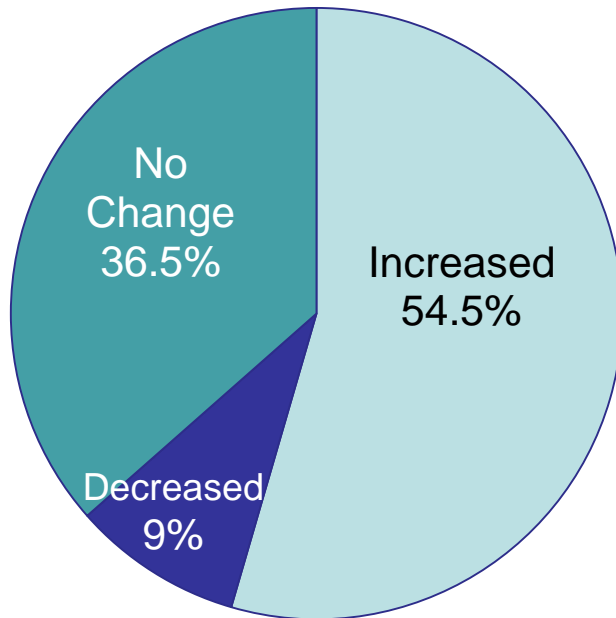


2011: All Respondents

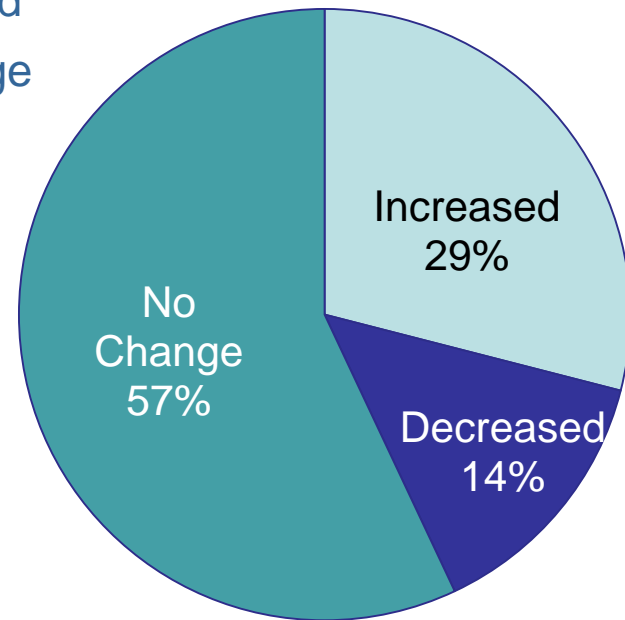
# Department Size Changes: 2013 Comparison with Recruiting

## My Department Size has:

- Increased
- Decreased
- No Change



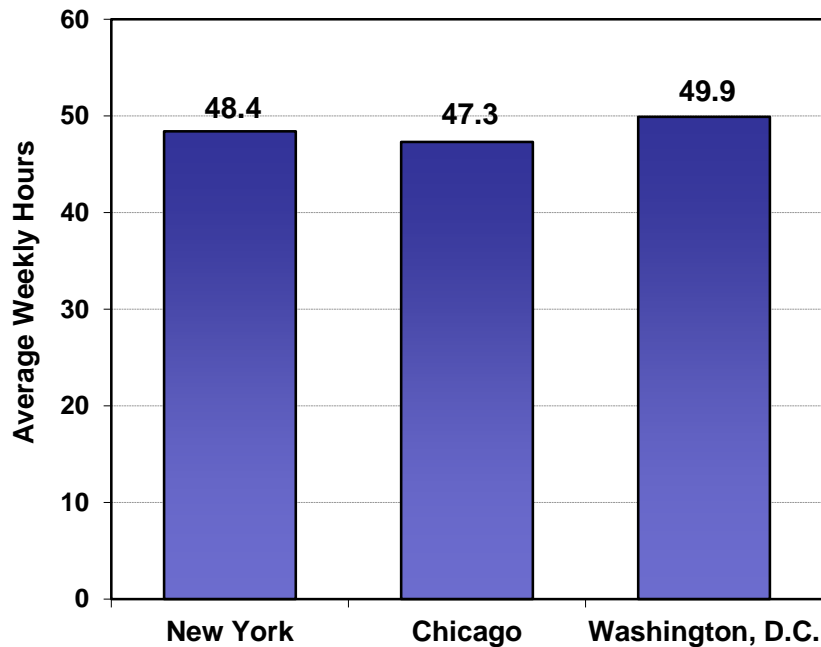
**2013: Marketing/BD Departments**



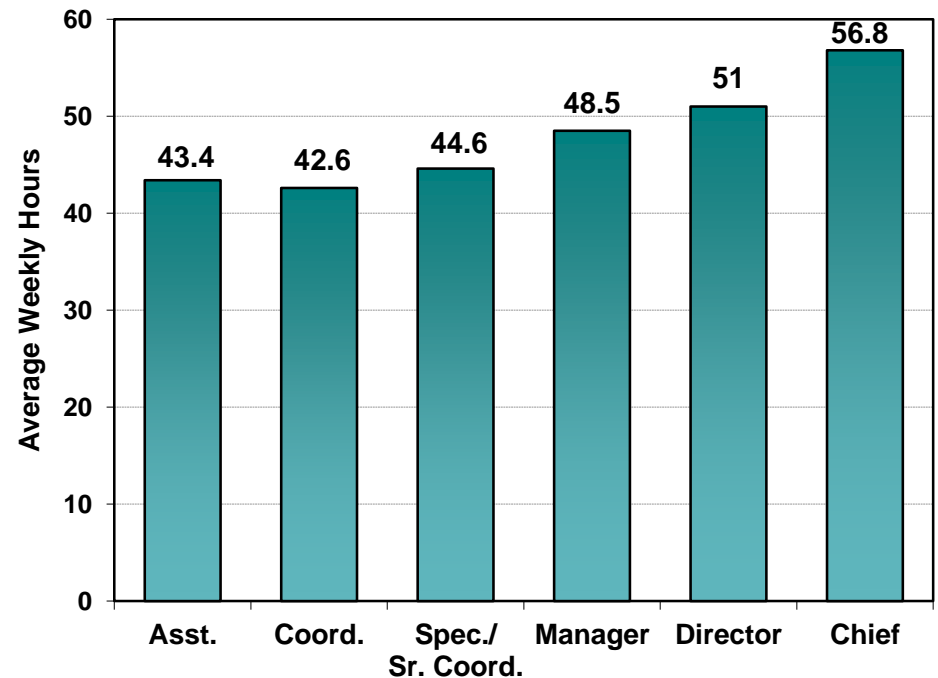
**2013: Recruiting Departments**

# Average Hours Worked Per Week, Since January 1, 2013

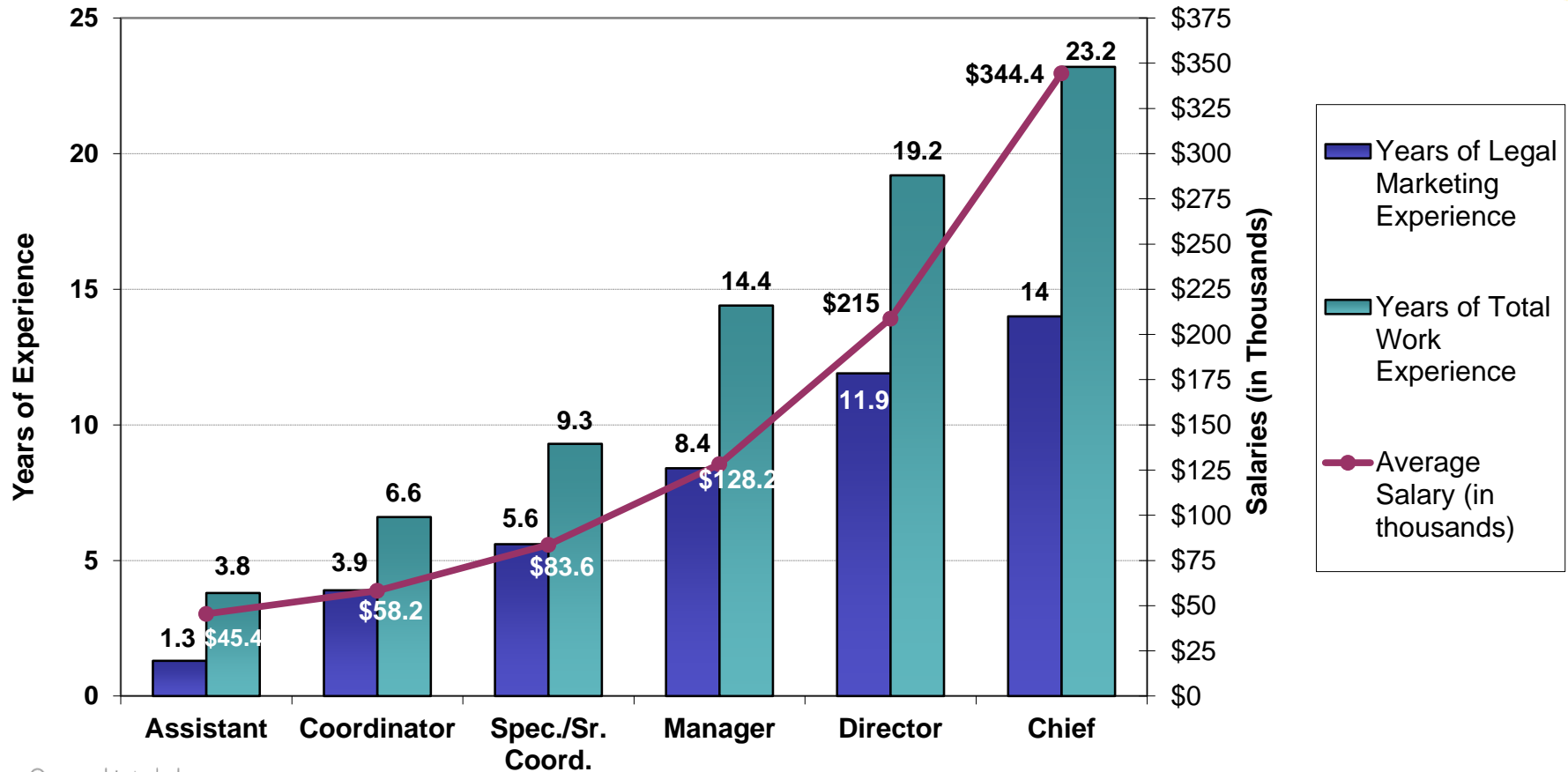
## By City



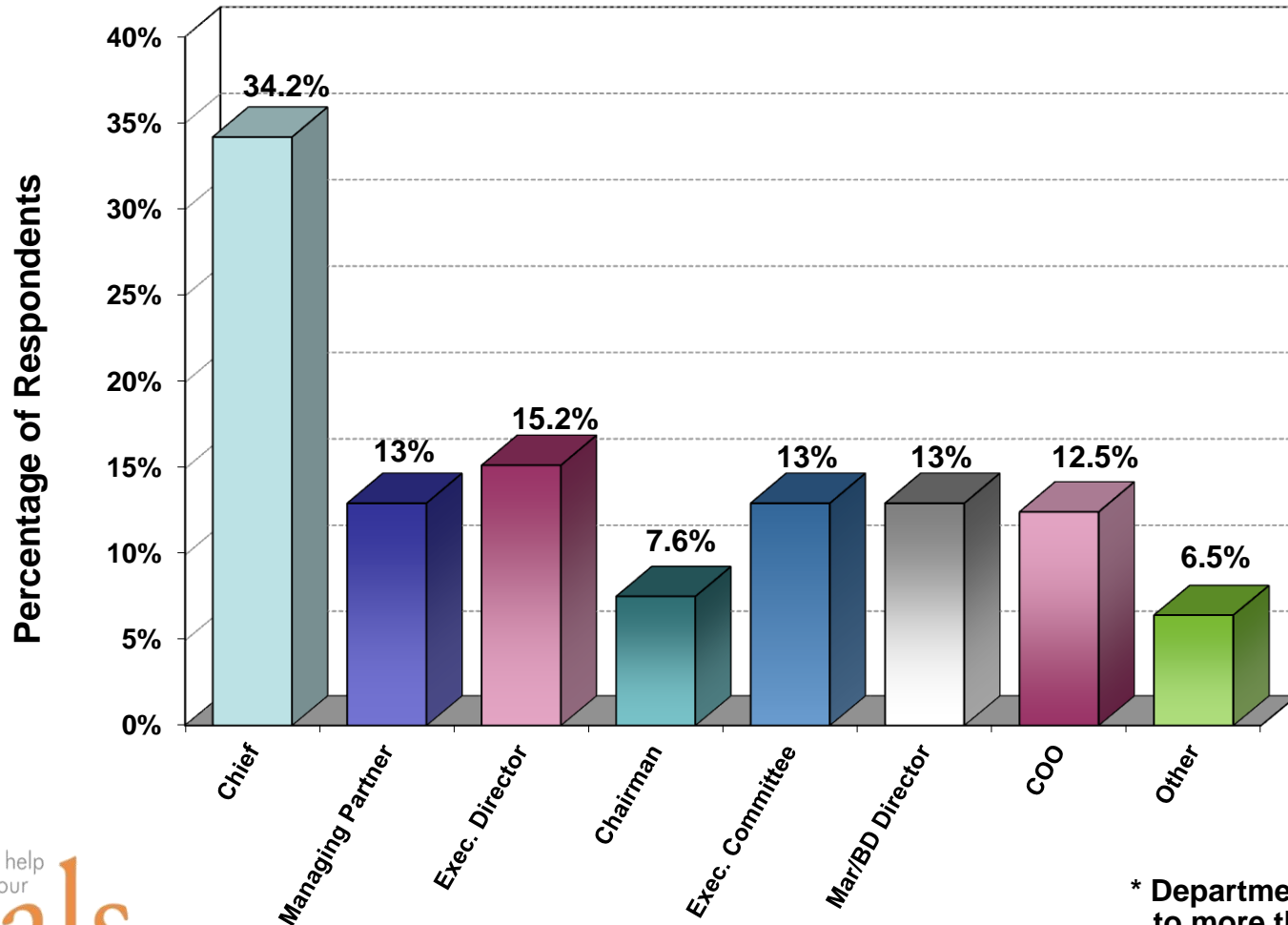
## By Position



# Average Salary vs. Years of Experience

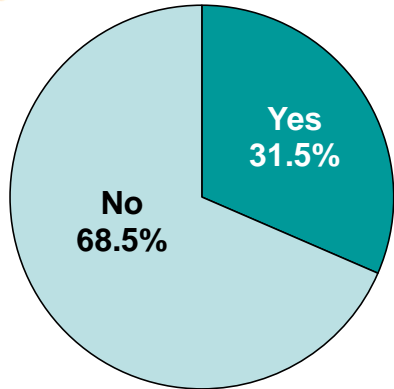


# Reporting Structure: Who Does Marketing/BD Department Report To?

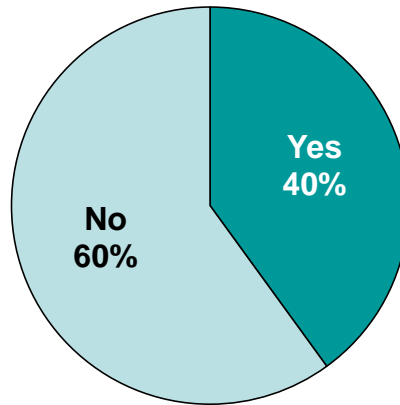


\* Departments may report to more than one entity

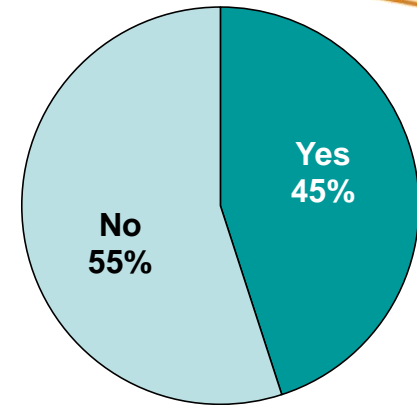
# In the Past 2 Years, Have You Had a Promotion with a Title Change?



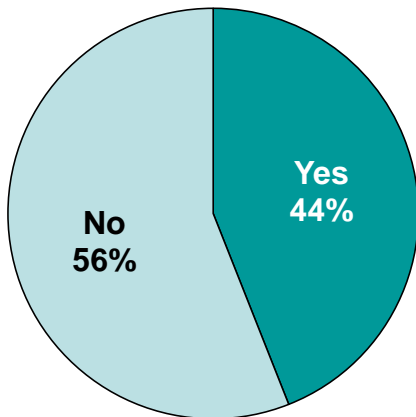
**Chief**



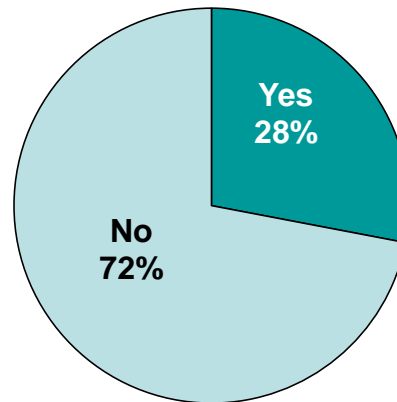
**Director**



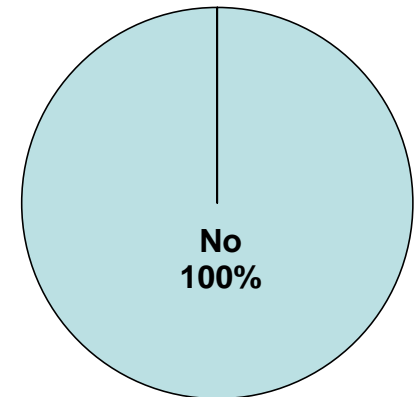
**Manager**



**Spec./Sr. Coord.**



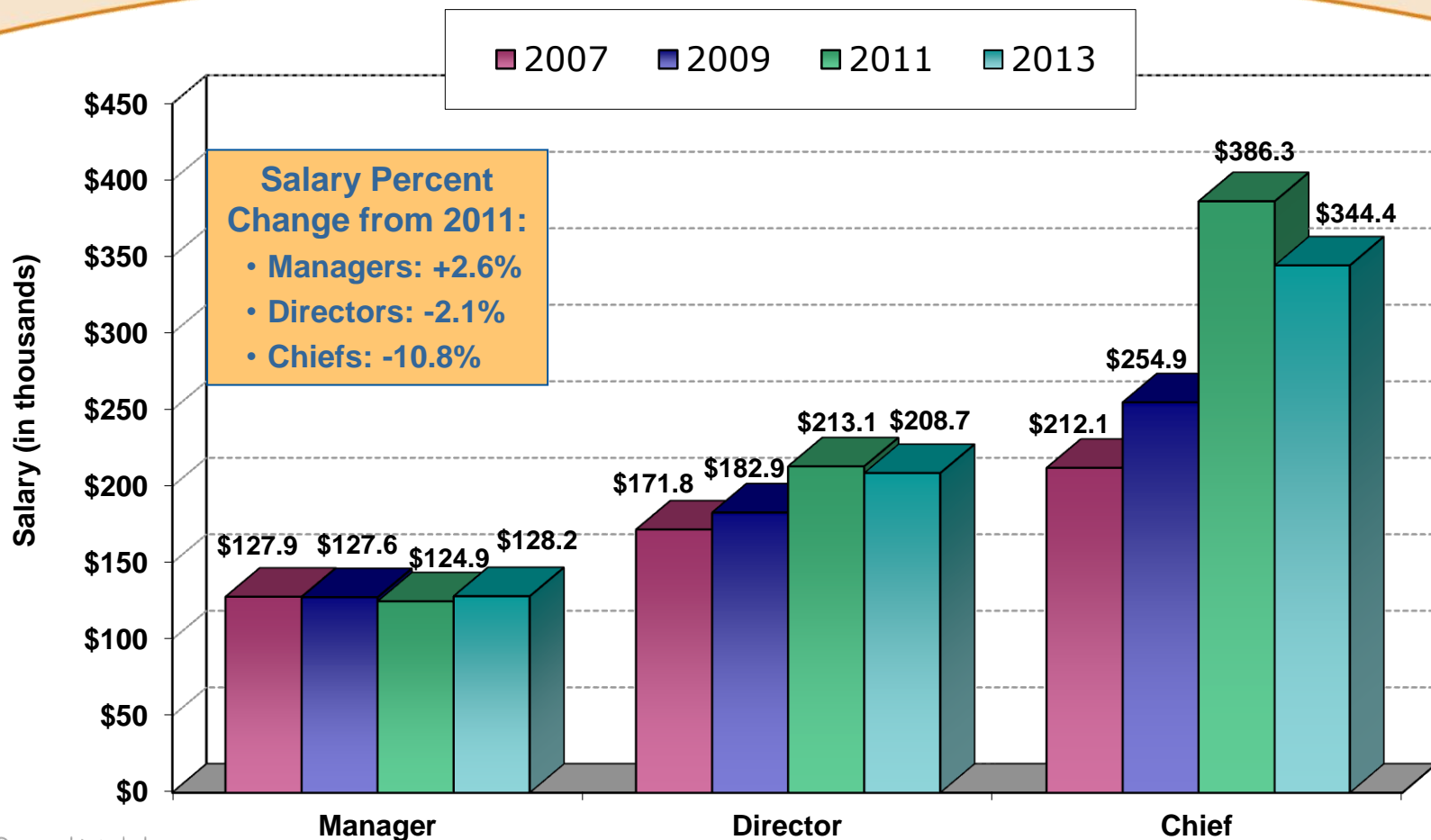
**Coordinator**



**Assistant**

# Industry Findings: Compensation Trends

# Average Salaries: Comparing 2007, 2009, 2011, 2013



\* No comparison data for junior roles

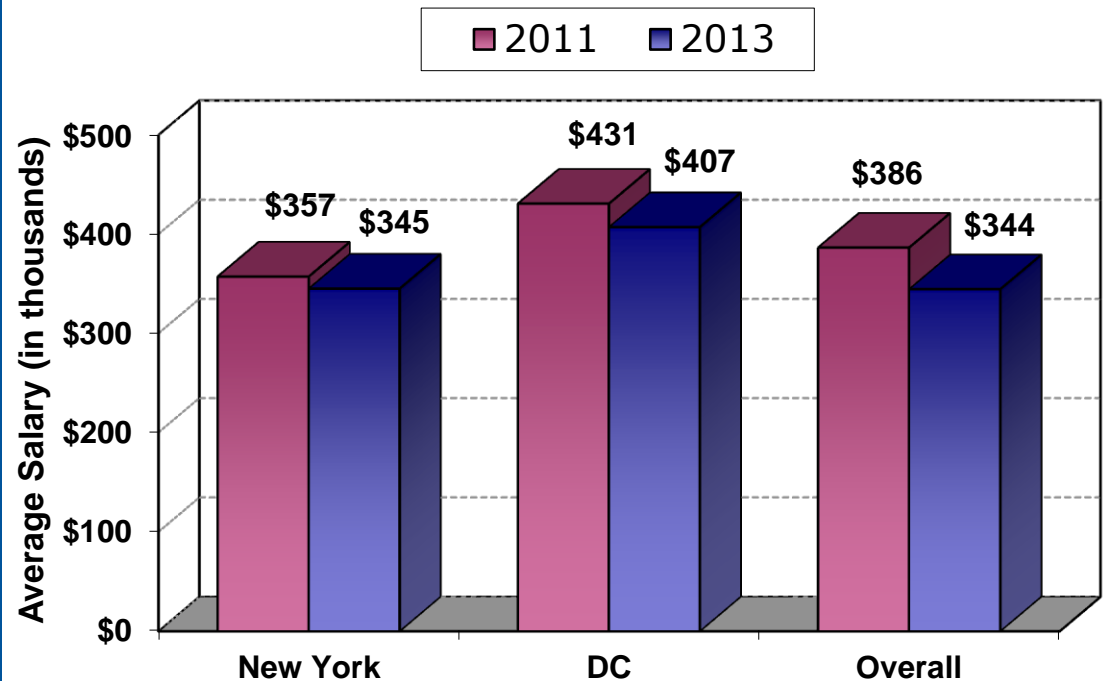


# Why did Chief Salary Decrease by over 10%?

## 2011 - 2013 Comparison by Location

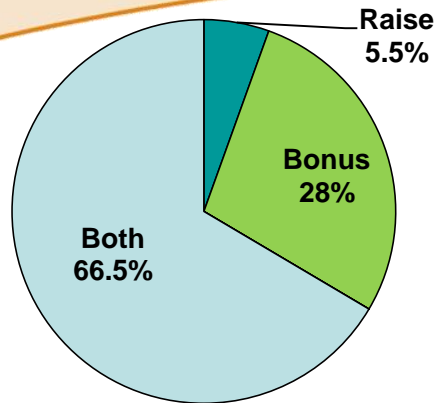
If Chief salary is broken down by location, NY decreased by 3.4% & DC average salary decreased by 5.6% from 2011 to 2013.

- In general, Chicago salaries are lower than NY or DC, and the 2013 survey had more Chicago Chiefs than the 2011 survey
- 2013 Chicago Chiefs came from smaller firms (lower salaries), whereas 2011 respondents were from larger firms (higher salaries).
- Compared to 2011, the increased number of Chief respondents from smaller firms, and a greater number of Chicago Chief responses, skewed the overall 2013 Chief salary information downward.

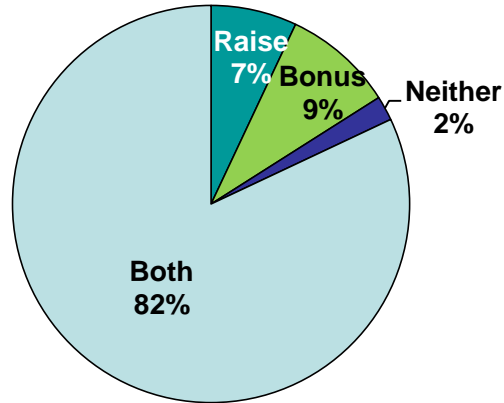


\* Insufficient responses to provide specific Chicago average salary comparison data.

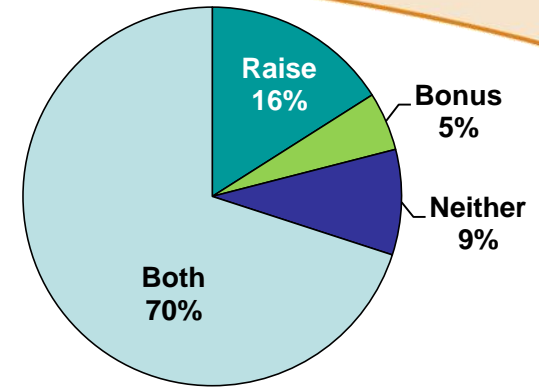
# Did You Get a Bonus or a Raise?



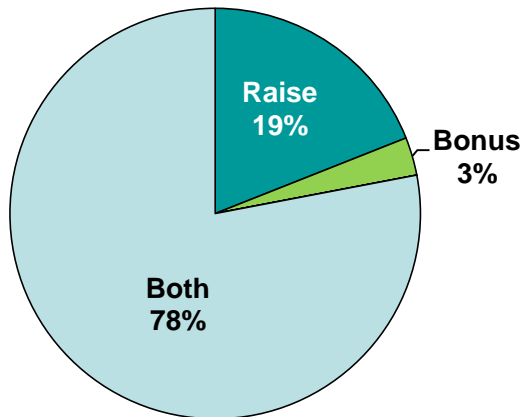
Chief



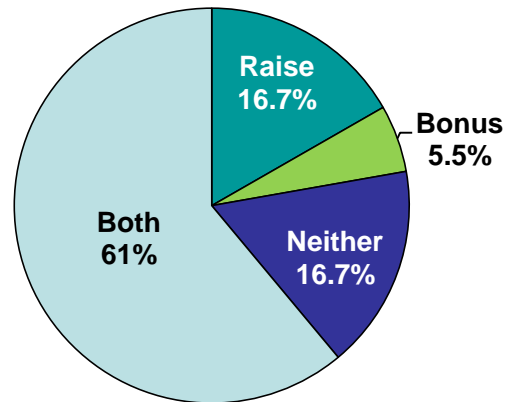
Director



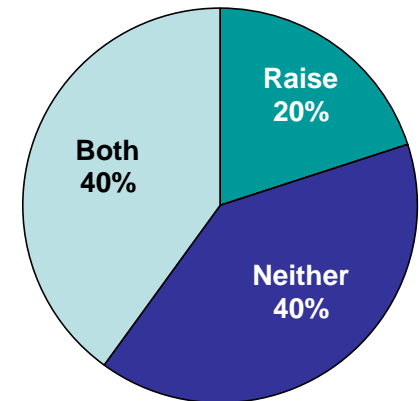
Manager



Spec./Sr. Coord.

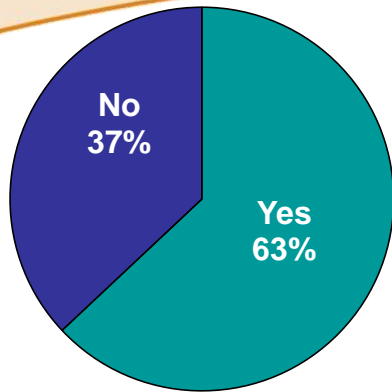


Coordinator

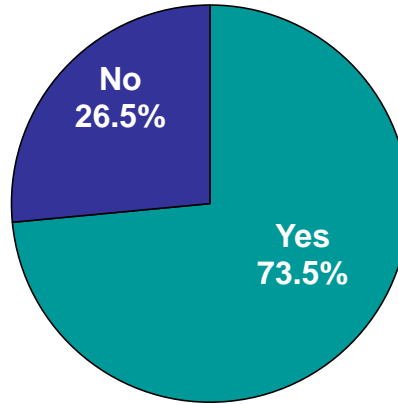


Assistant

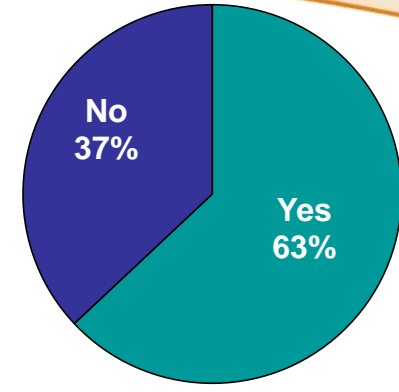
# By Level, Are You Satisfied with Your Compensation?



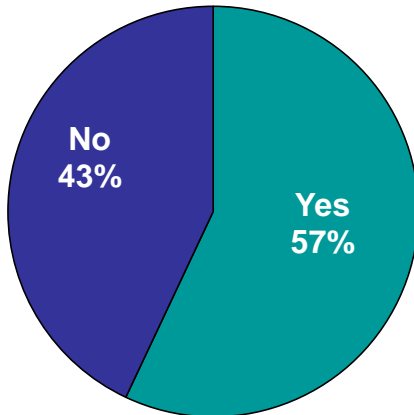
Chief



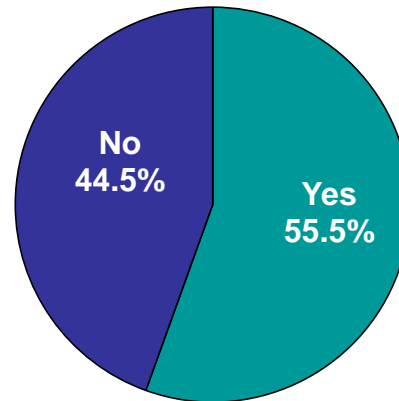
Director



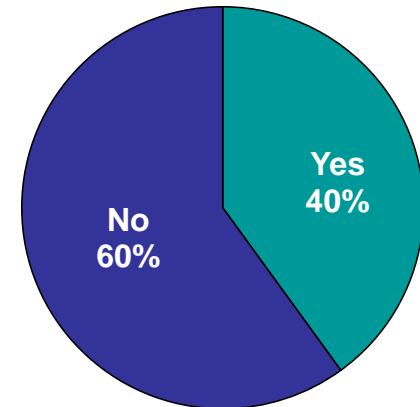
Manager



Spec./Sr. Coord.

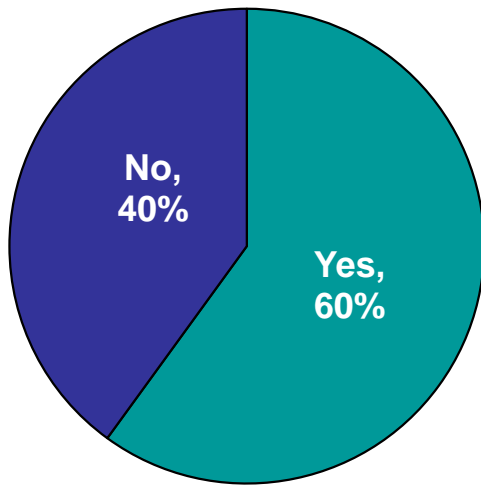


Coordinator

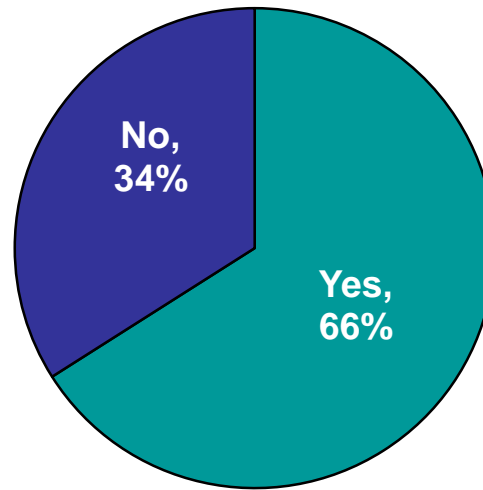


Assistant

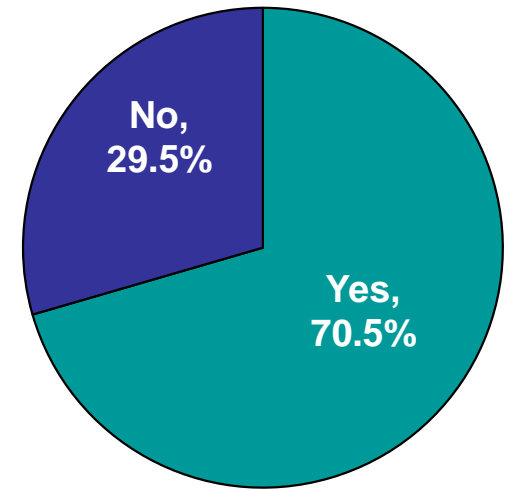
# By City, Are You Satisfied with Your Compensation?



**New York**



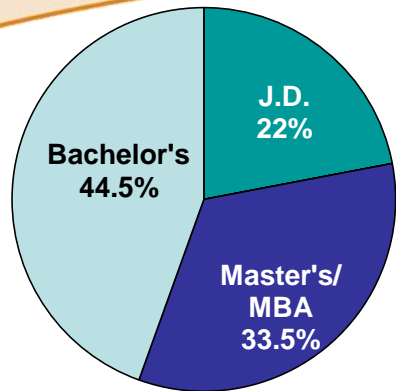
**Chicago**



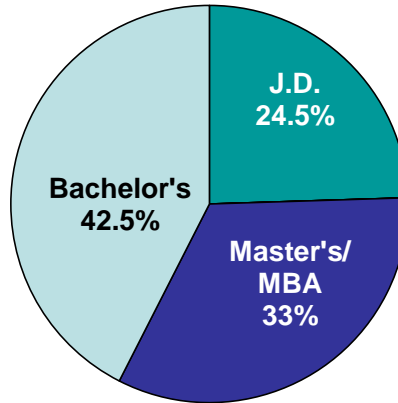
**Washington, D.C.**

# Profile of a Marketing/BD Professional

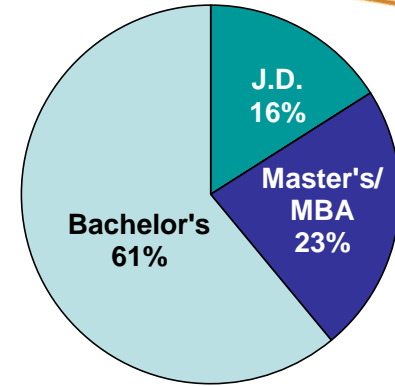
# 2013 Highest Degree of Education, by Job Title



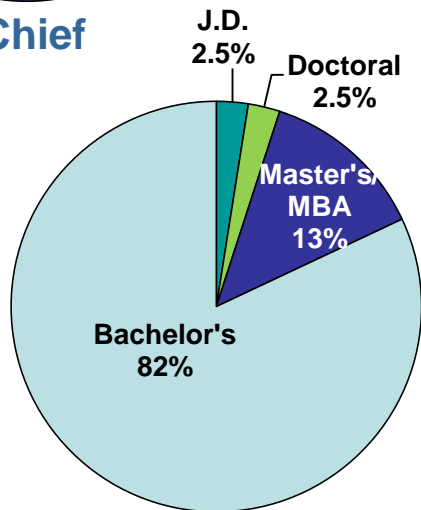
**Chief**



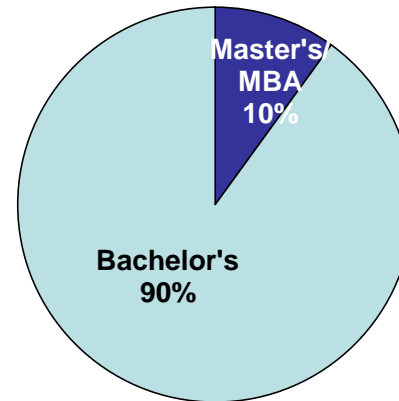
**Director**



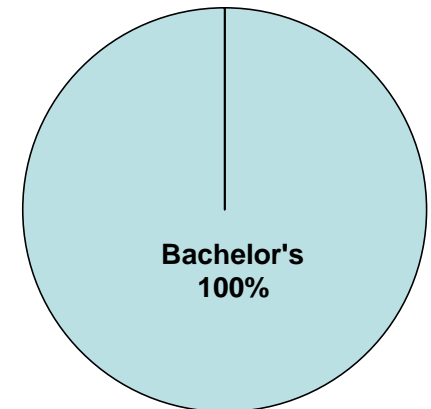
**Manager**



**Spec./Sr. Coord.**

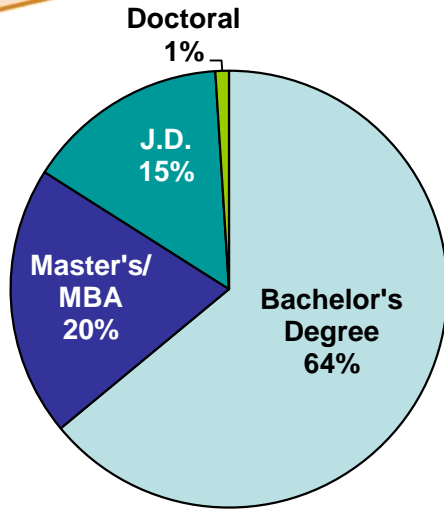


**Coordinator**

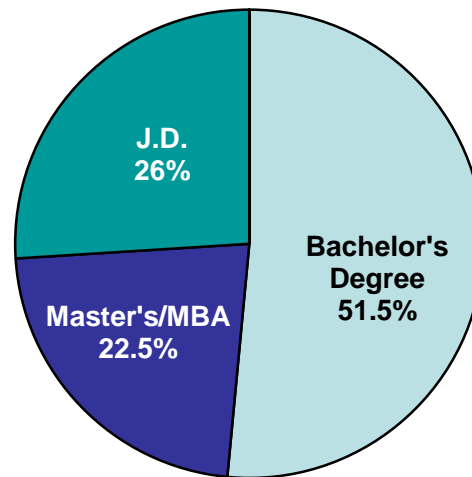
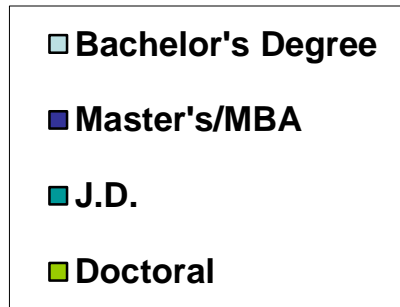


**Assistant**

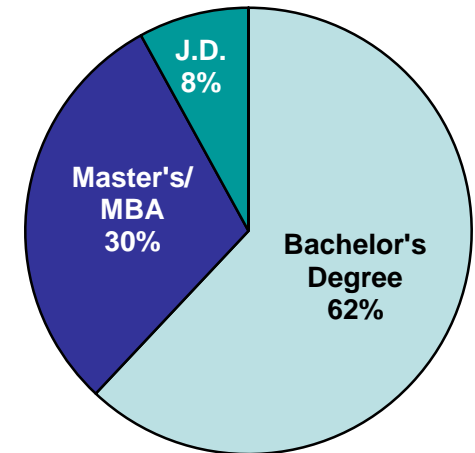
# Degree of Education Attained by Legal Marketers, by City



New York

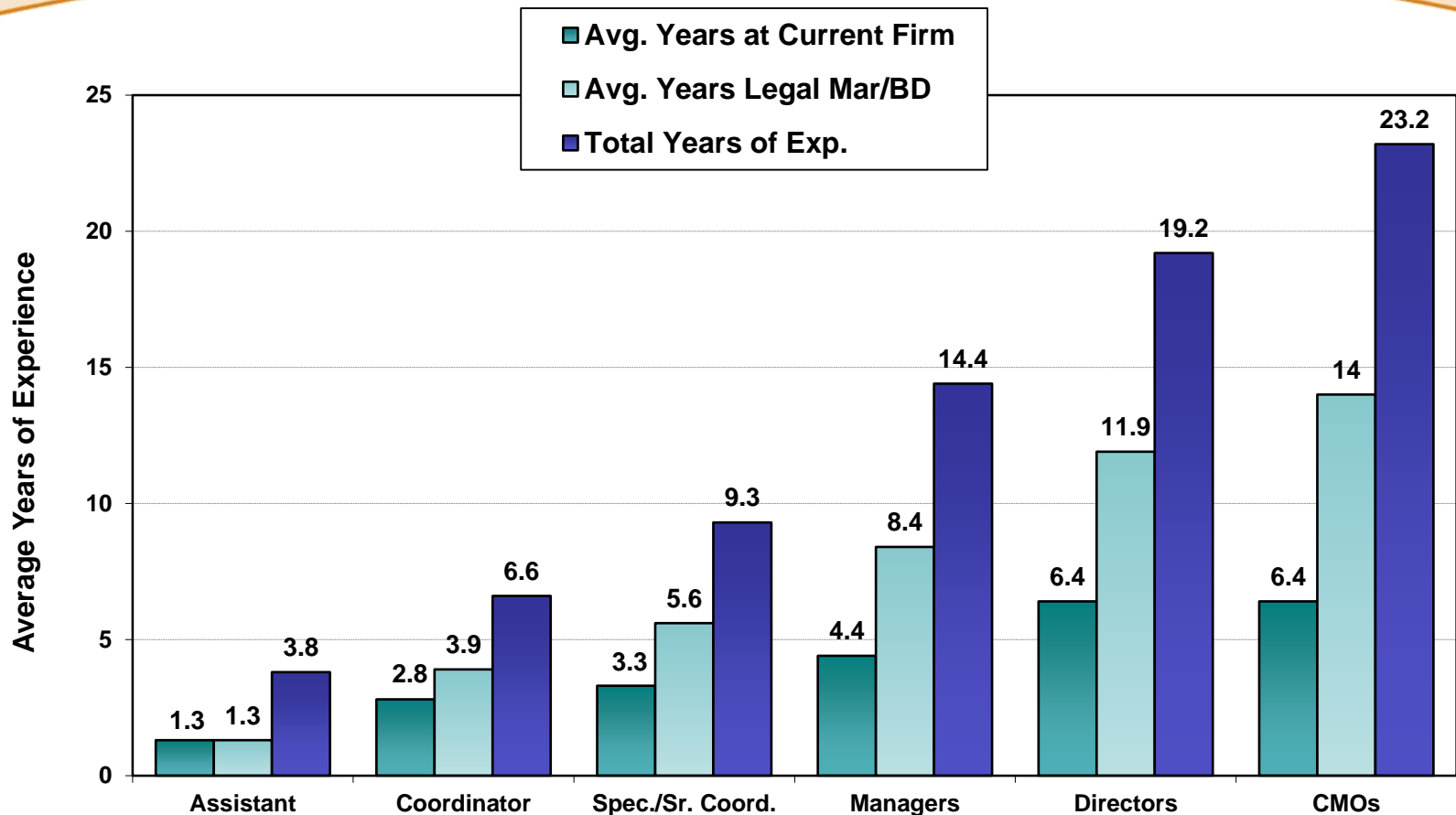


Chicago



Washington, D.C.

# Law Firm Marketing / BD Professionals: Years of Experience

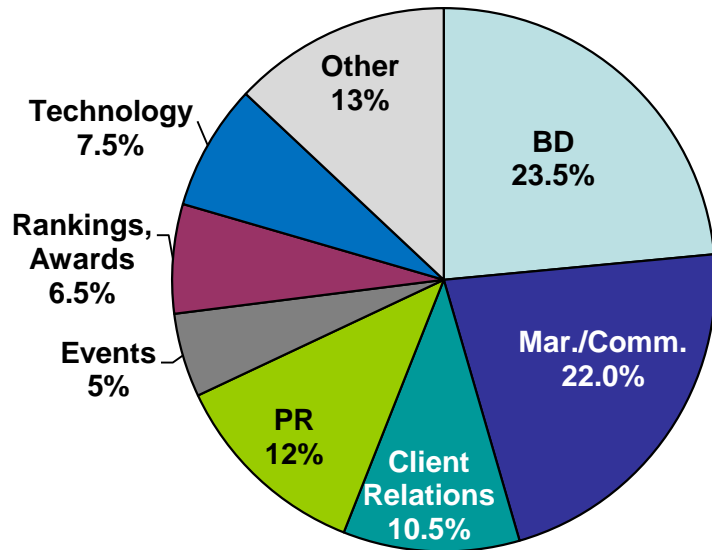




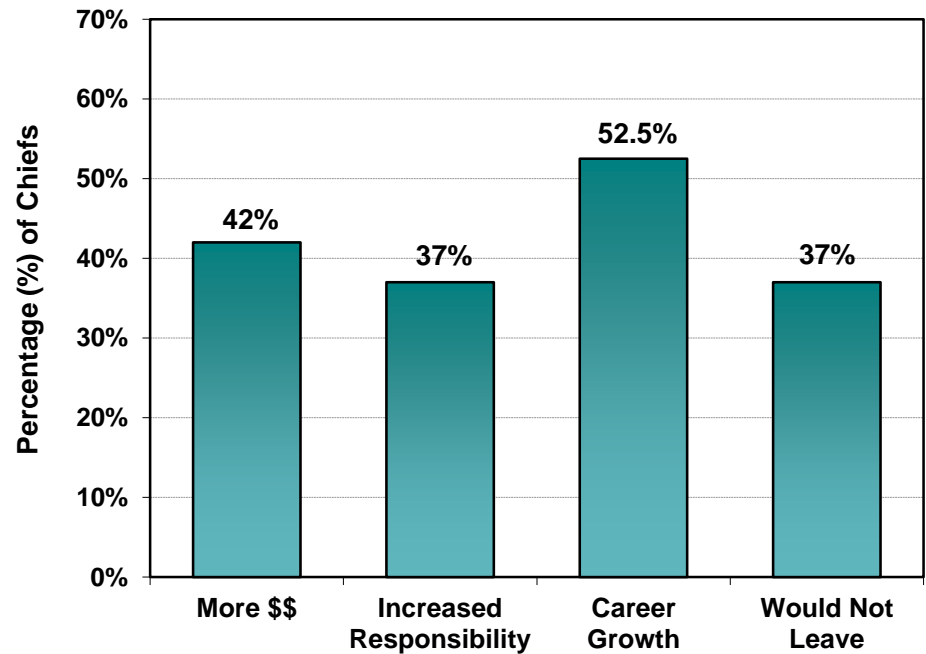
# Chiefs: Responsibilities and the Future

*95% say they plan to be in legal marketing/BD in two years*

Where do you spend your time?



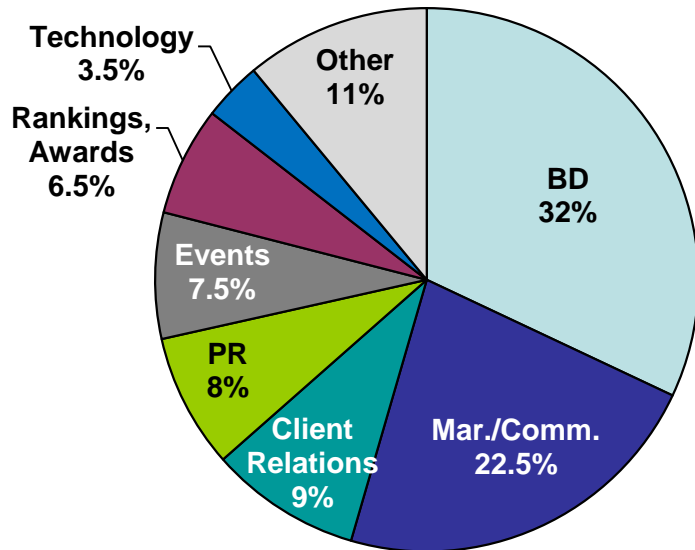
I would leave my current Firm for:



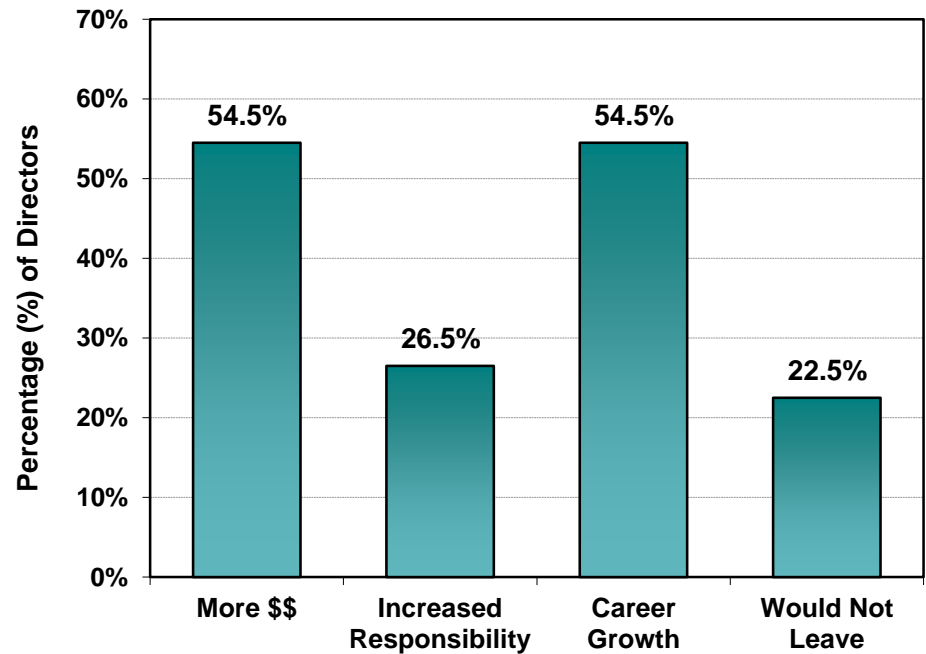
# Directors: Responsibilities and the Future

**89% say they plan to be in legal marketing/BD in two years**

Where do you spend your time?



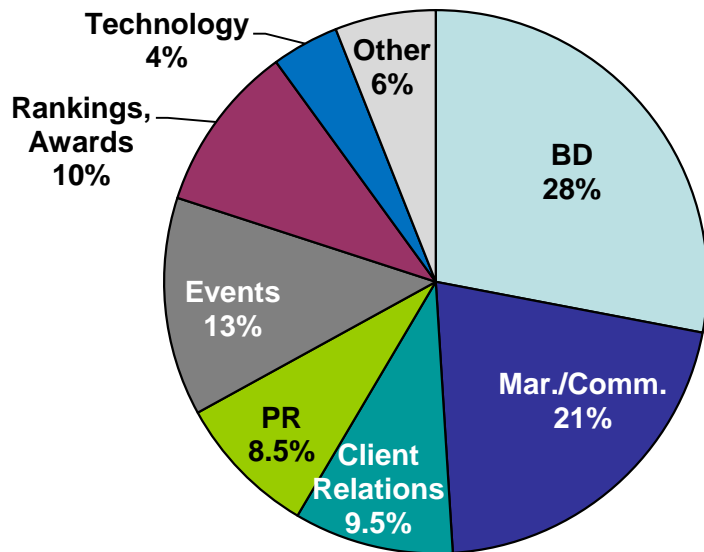
I would leave my current Firm for:



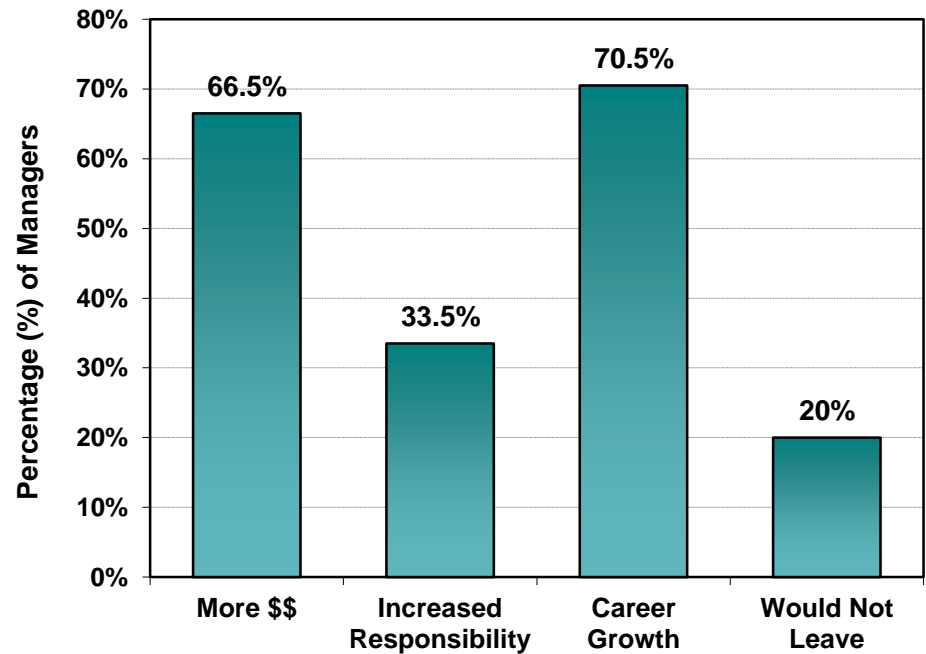
# Managers: Responsibilities and the Future

**87% say they plan to be in legal marketing/BD in two years**

Where do you spend your time?



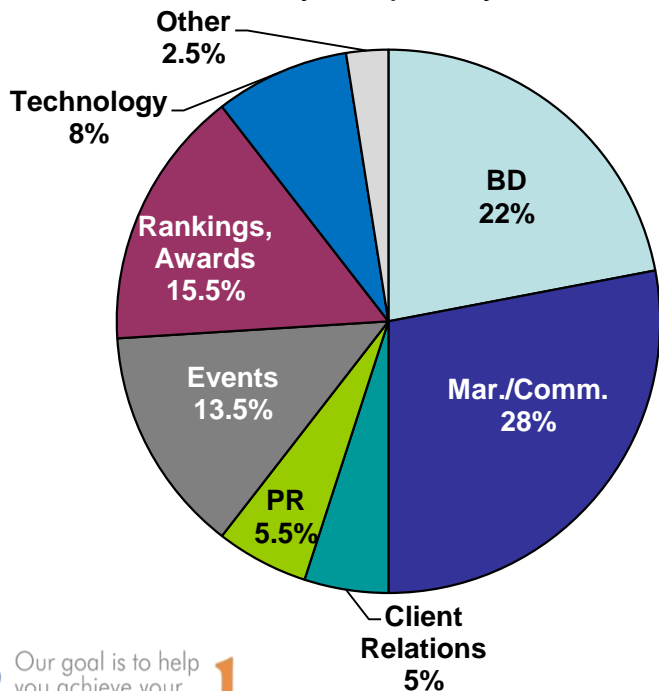
I would leave my current Firm for:



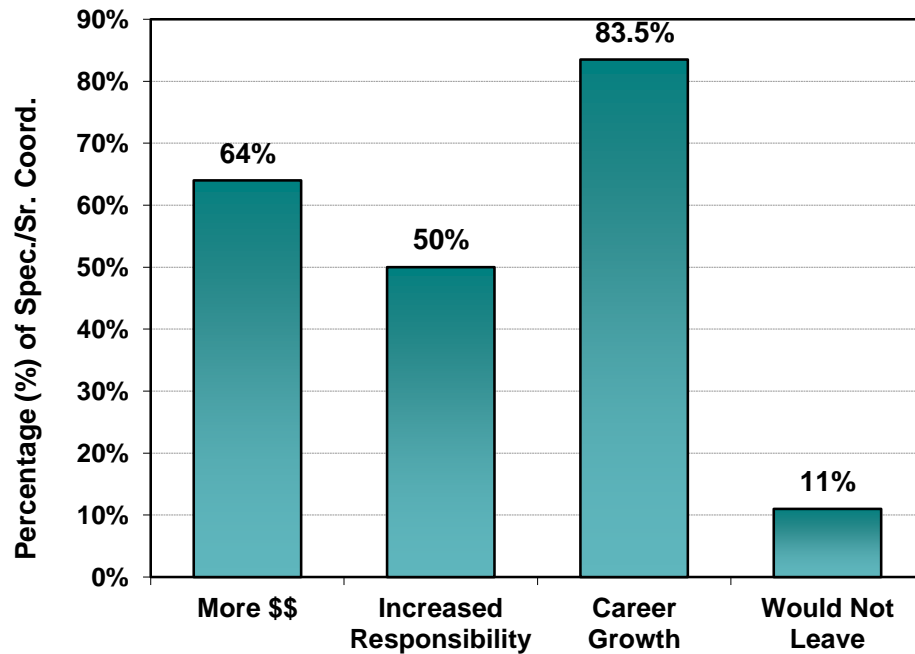
# Specialists / Sr. Coordinators: Responsibilities and the Future

**80.5% say they plan to be in legal marketing/BD in two years**

Where do you spend your time?



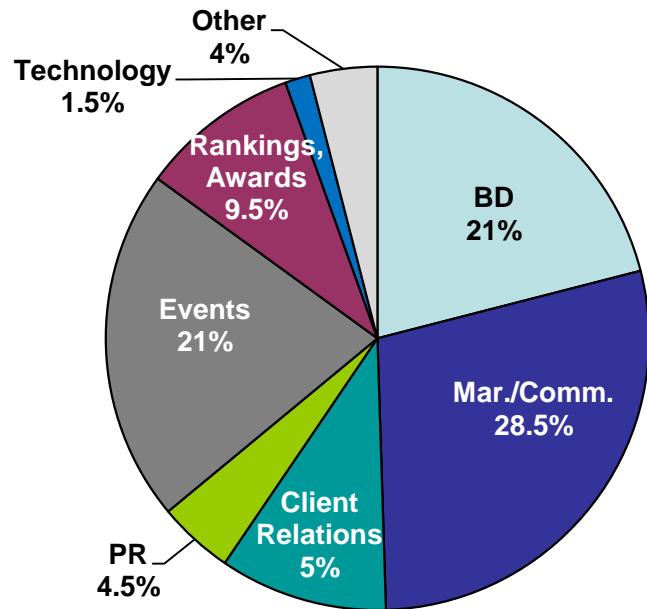
I would leave my current Firm for:



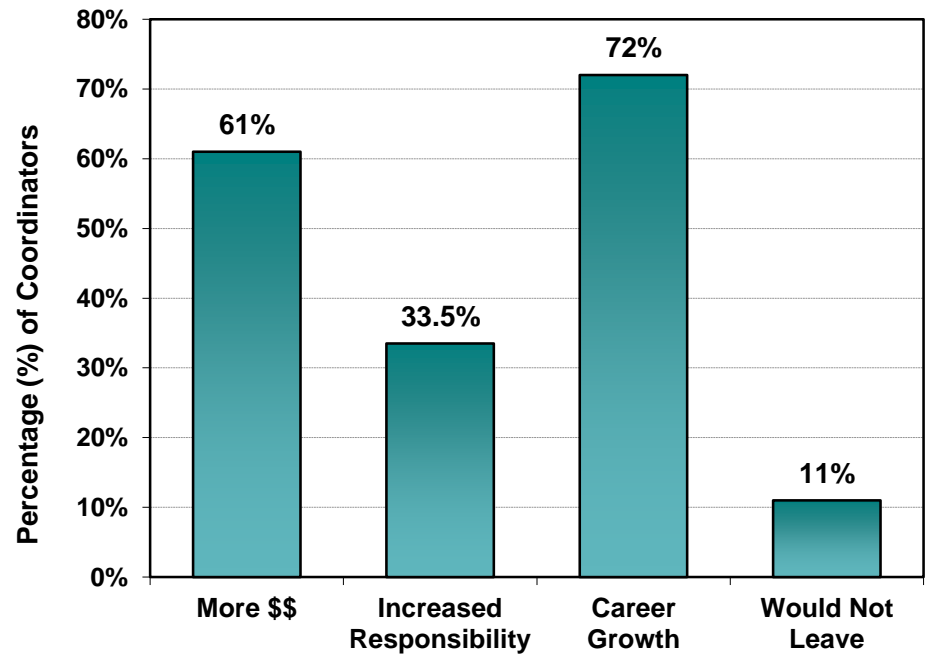
# Coordinators: Responsibilities and the Future

**78% say they plan to be in legal marketing/BD in two years**

Where do you spend your time?



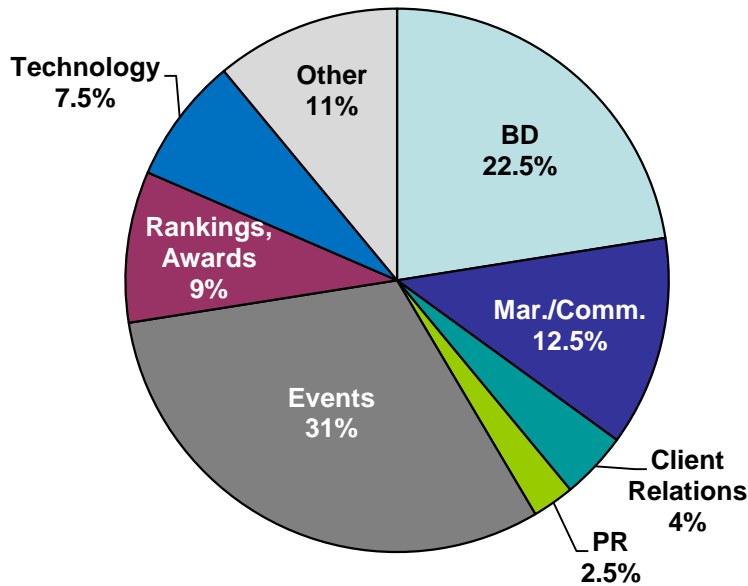
I would leave my current Firm for:



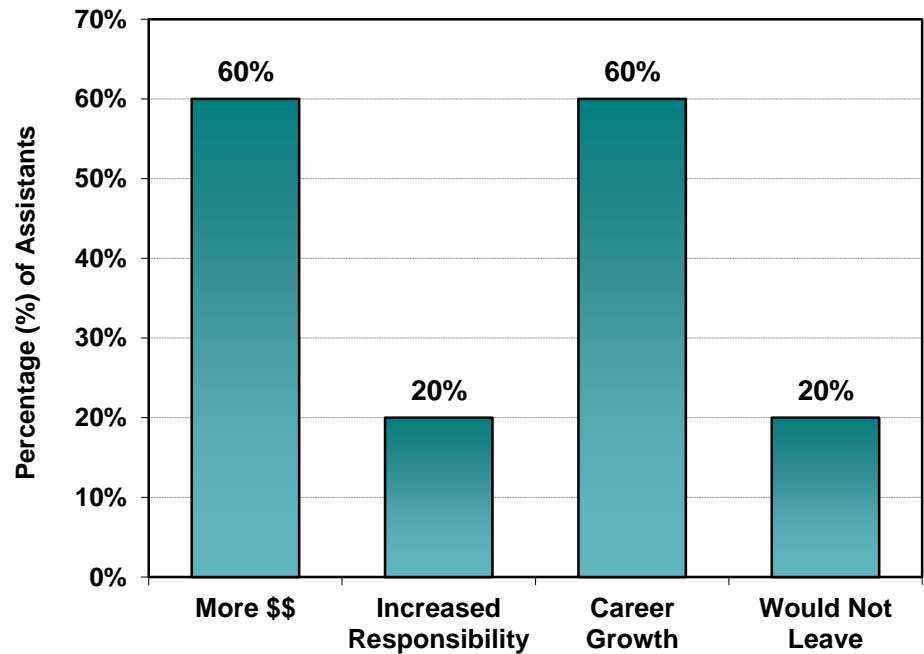
# Assistants: Responsibilities and the Future

**60% say they plan to be in legal marketing/BD in two years**

Where do you spend your time?



I would leave my current Firm for:



# Wisnik Law Firm Marketing / BD Survey 2013

By Eva Wisnik

November 2013



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you achieve your

goals

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