



2024 Wisnik Law Firm Marketing/ BD Survey



Wisnik Career Enterprises, Inc.
wisnik.com | 212.370.1010 | ewisnik@wisnik.com

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.

Dear Friends of Wisnik,

We are excited to share the current findings from the 2024 Wisnik Law Firm Marketing/BD Survey with you in this Wisnik Industry Snapshot.

This is our 12th BD/Marketing survey since 2011. The following information is based on a survey sent to all levels of legal Marketing and BD professionals at top law firms across the nation in the fall of 2024. The results that follow were generated from 319 responses from marketing & BD professionals in the New York Metro, DC, Texas, Chicago, California, and several regional markets including Philadelphia, Atlanta, and Boston. 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 BD manager, we would confidently quote them the numbers in this report. We have found that the new jobs we have received in 2024 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. Please let us know if there is any way we can help you achieve your goals.

All the best,

Eva Wisnik

Biography



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 28 years, she has worked with over 120 law firms, including 86 of the AmLaw 100. Eva has placed over 1000 recruiting and marketing professionals into law firms nationwide, and has conducted over 800 training programs for attorneys and law firm professionals on topics that include Well-Being, Time Management and Myers Briggs. In addition, **Wisnik Career Enterprises, Inc.** has conducted over 50 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. She is certified as a Health Coach through the Institute of Integrative Nutrition. In 2021, she published *Your Fairy Job Mentor's Secrets for Success*.



Our goal is to help you achieve your goals

Participant Response Breakdown

Total of 319 marketing professionals' salary and industry information by:



Position*

- Chief: 29
- Director: 93
- Senior Manager: 87
- Manager: 67
- Specialist/Analyst/
Sr. Coordinator: 28
- Coordinator: 13



Location

- NY Metro: 110
- DC: 51
- Texas: 30
- Chicago: 26
- CA: 18
- Regional: 84
(Atlanta, Boston, Charlotte
Philadelphia, etc.)



Firm Size*

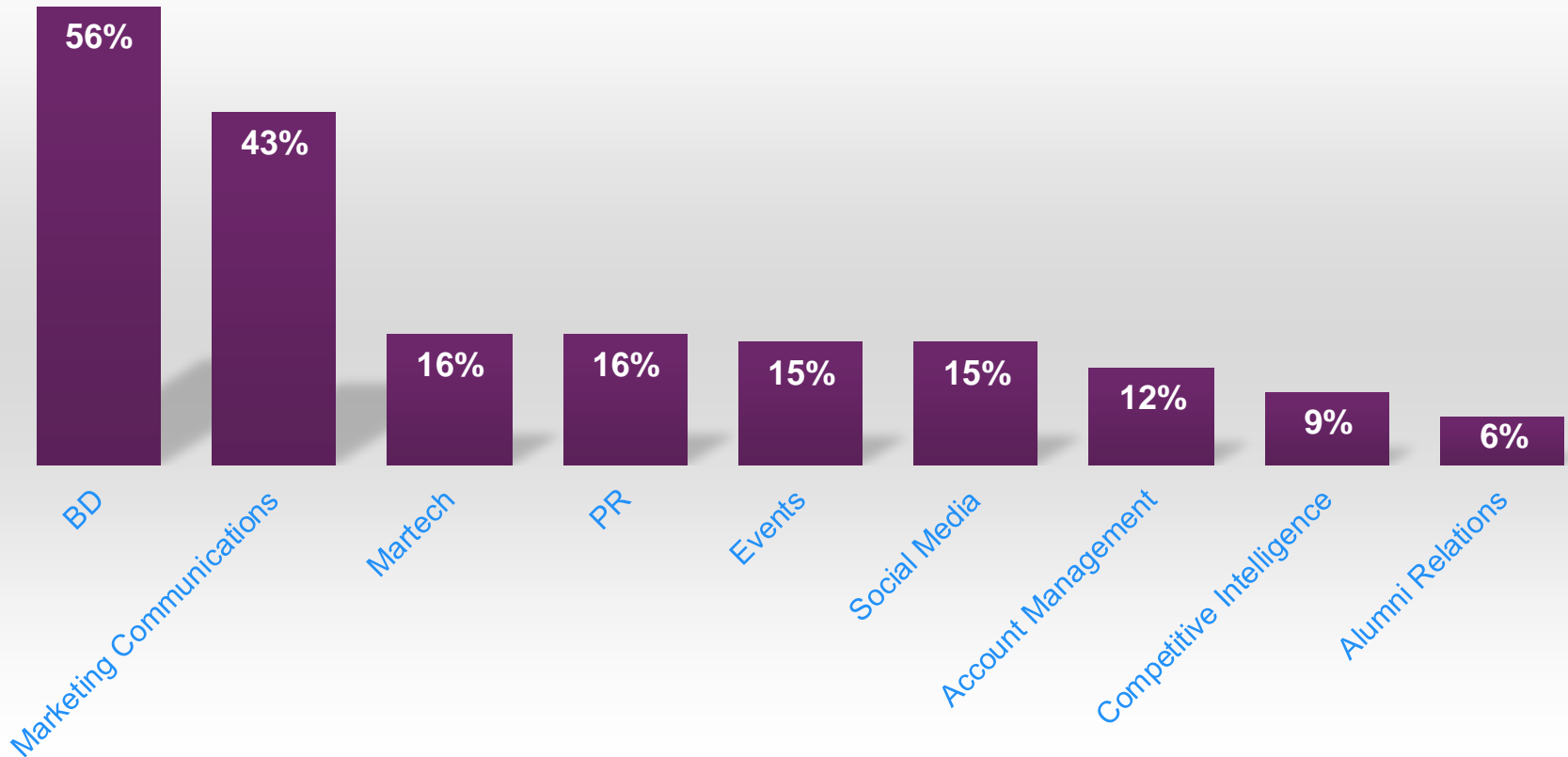
- 1-250: 50
- 251-500: 44
- 501-750: 54
- 751-1,000: 34
- 1,001+: 98

Profile of Marketing/BD Professional

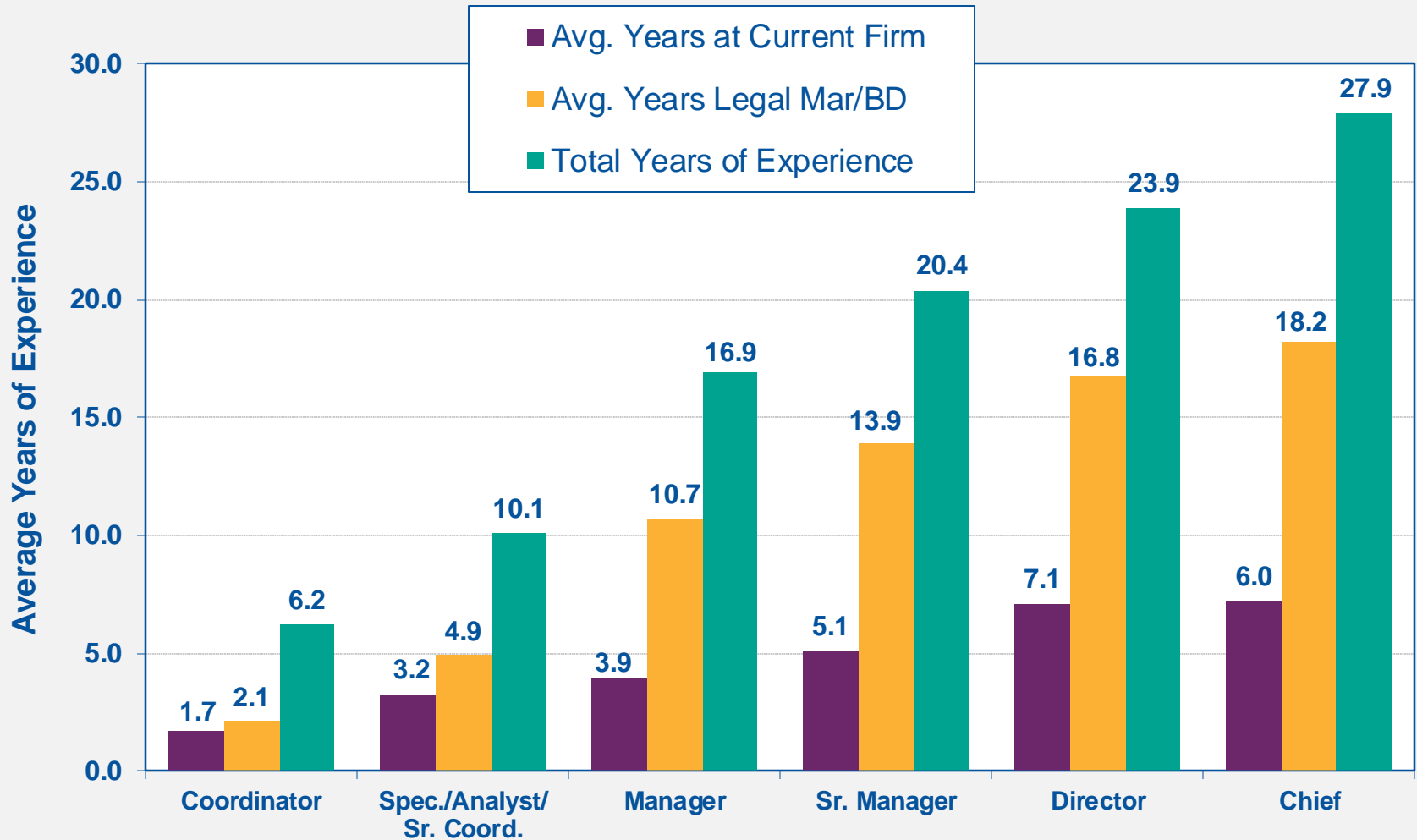


Areas of Focus

Function (Respondents Could Select More than 1)

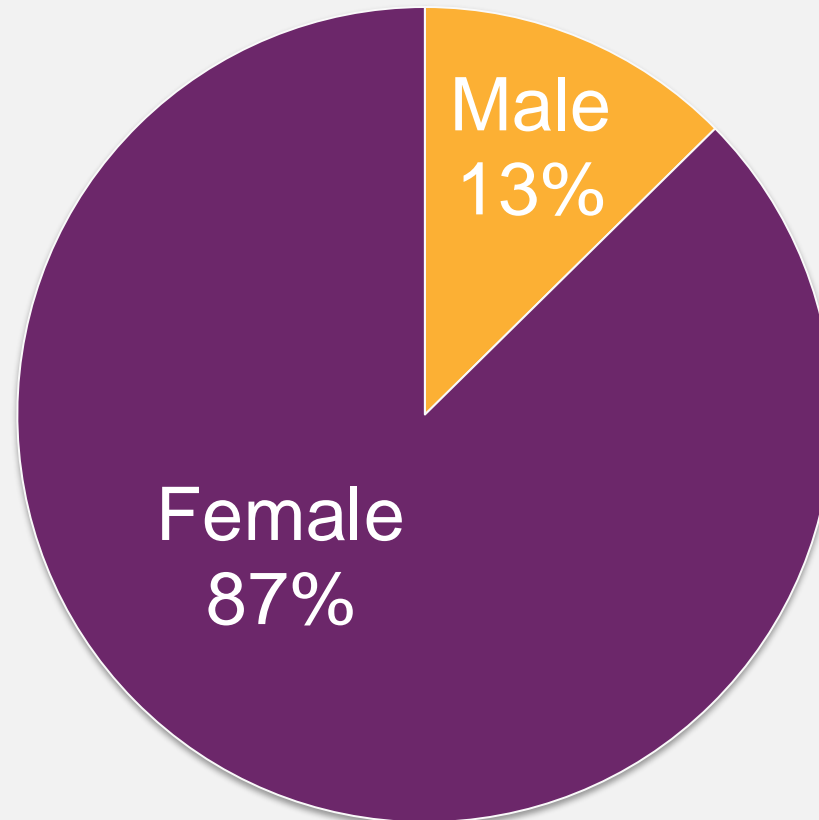


Law Firm Marketing / BD Professionals: Years of Experience



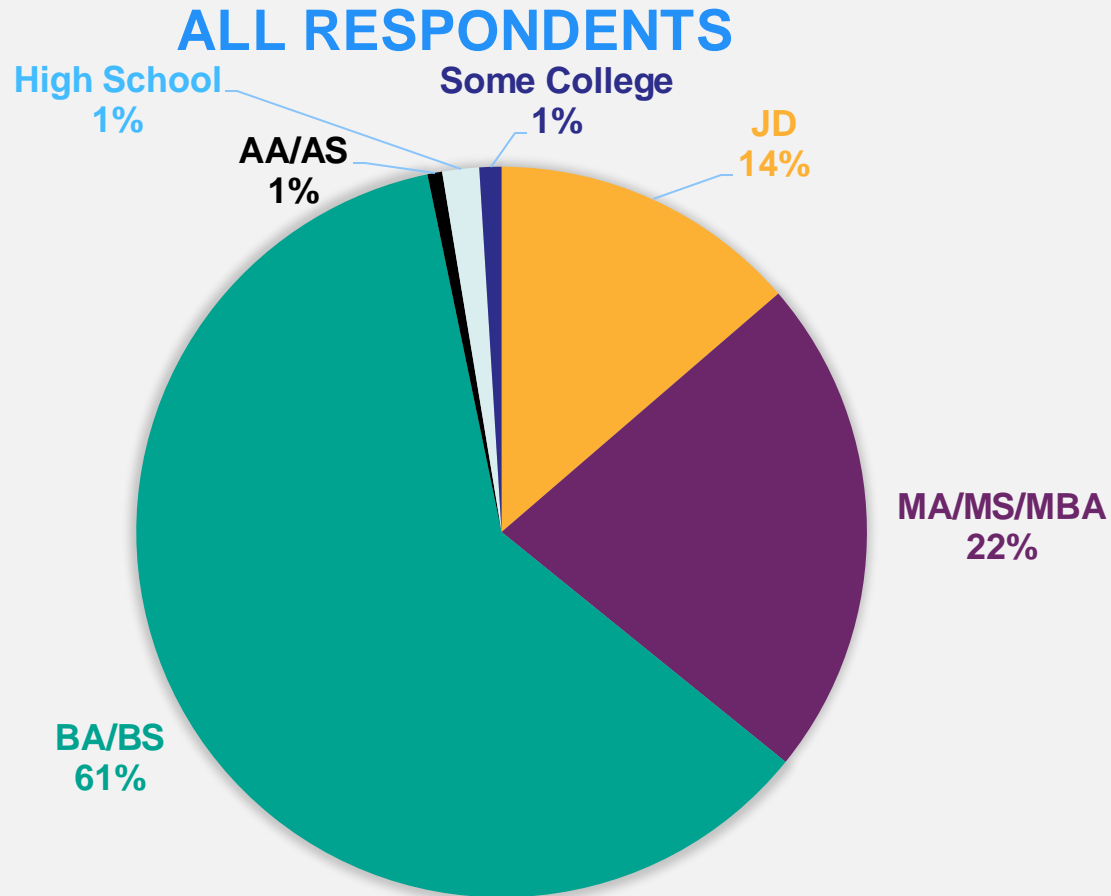
Gender

All Respondents



*No respondents selected non-binary

Highest Level of Education



Wisnik Salary Findings



All Respondents: 2024 Average US Salaries, By Title

Includes NY Metro, DC, Texas, Chicago, CA, and Regional Markets (Atlanta, Boston, Philadelphia, etc.)

Title (# responses with salary data)	Average Salary	Median	25 - 75% Range	Average Bonus	Average Raise
Chief (27):	\$374,578	\$350,000	\$230.0k - \$475.0k	\$66,562	5.8%
Director (82):	\$238,058	\$234,146	\$185.5k - \$280.0k	\$30,445	4.4%
Sr. Manager (77):	\$195,233	\$197,000	\$175.0k - \$216.0k	\$16,634	5.6%
Manager (59):	\$148,230	\$154,000	\$130.0k - \$165.0k	\$8,429	5.6%
Specialist/Analyst Sr. Coord. (27):	\$98,011	\$92,000	\$82.5k - \$110.5k	\$4,973	5.9%
Coordinator (12):	\$73,291	\$74,000	\$70.0k - \$78.0k	\$2,417	8.3%

NY Metro: 2024 Average Salaries, By Title

Title (# responses with salary data)	Average Salary	Median	25 - 75% Range	Average Bonus	Average Raise
Chief (10):	\$512,000	\$512,500	\$400.0k-\$620.0k	\$51,200	5.4%
Director (30):	\$266,766	\$257,500	\$225.0k - \$285.0k	\$31,714	4.3%
Sr. Manager (30):	\$209,633	\$200,000	\$190.0k - \$225.0k	\$17,888	5.3%
Manager (18):	\$167,238	\$165,000	\$150.0k - \$188k	\$10,563	3.7%
Specialist/Analyst Sr. Coord. (10):	\$117,050	\$118,000	\$104.0k - \$135.0k	\$6,611	4.1%

DC: 2024 Average Salaries, By Title

Title (# responses with salary data)	Average Salary	Median	25 - 75% Range	Average Bonus	Average Raise
Chief (5):	\$369,000	\$360,000	\$350.0k - \$450.0k	\$45,000	8.5%
Director (15):	\$236,141	\$240,000	\$210.0k - \$260.0k	\$42,133	3.4%
Sr. Manager (12):	\$197,943	\$95,780	\$185.0k - \$200.0k	\$21,780	4.9%
Manager (7):	\$152,000	\$149,000	\$146.0k - \$162.0k	\$8,857	3.1%
Specialist/Analyst Sr. Coord. (4):	\$88,875	\$89,750	\$87.5k-\$92k	\$4,125	5.3%

*insufficient data for Coordinators

Chicago: 2024 Average Salaries, By Title

Title (# responses with salary data)	Average Salary	Median	25 - 75% Range	Average Bonus	Average Raise
Director (6):	\$230,433	\$216,000	\$198.5k - \$265.0k	\$13,780	5.0%
Sr. Manager (10):	\$179,572	\$183,000	\$157.3k - \$195.0k	\$14,786	5.4%

*insufficient data for Coordinators, Specialists, Managers & Chiefs

Texas: 2024 Average Salaries, By Title

Title (# responses with salary data)	Average Salary	Median	25 - 75% Range	Average Bonus	Average Raise
Chief (5):	\$305,000	\$293,000	\$230.0k - \$420.0k	\$50,000	4.1%
Director (15):	\$211,714	\$200,000	\$210.0k - \$260.0k	\$15,383	6.0%
Sr. Manager (8):	\$184,487	\$187,700	\$176.0k - \$200.0k	\$14,166	5.2%
Manager (6):	\$144,000	\$147,500	\$130.0k - \$159.0k	\$9,300	3.5%

*insufficient data for Coordinators, Specialists

CA: 2024 Average Salaries, By Title

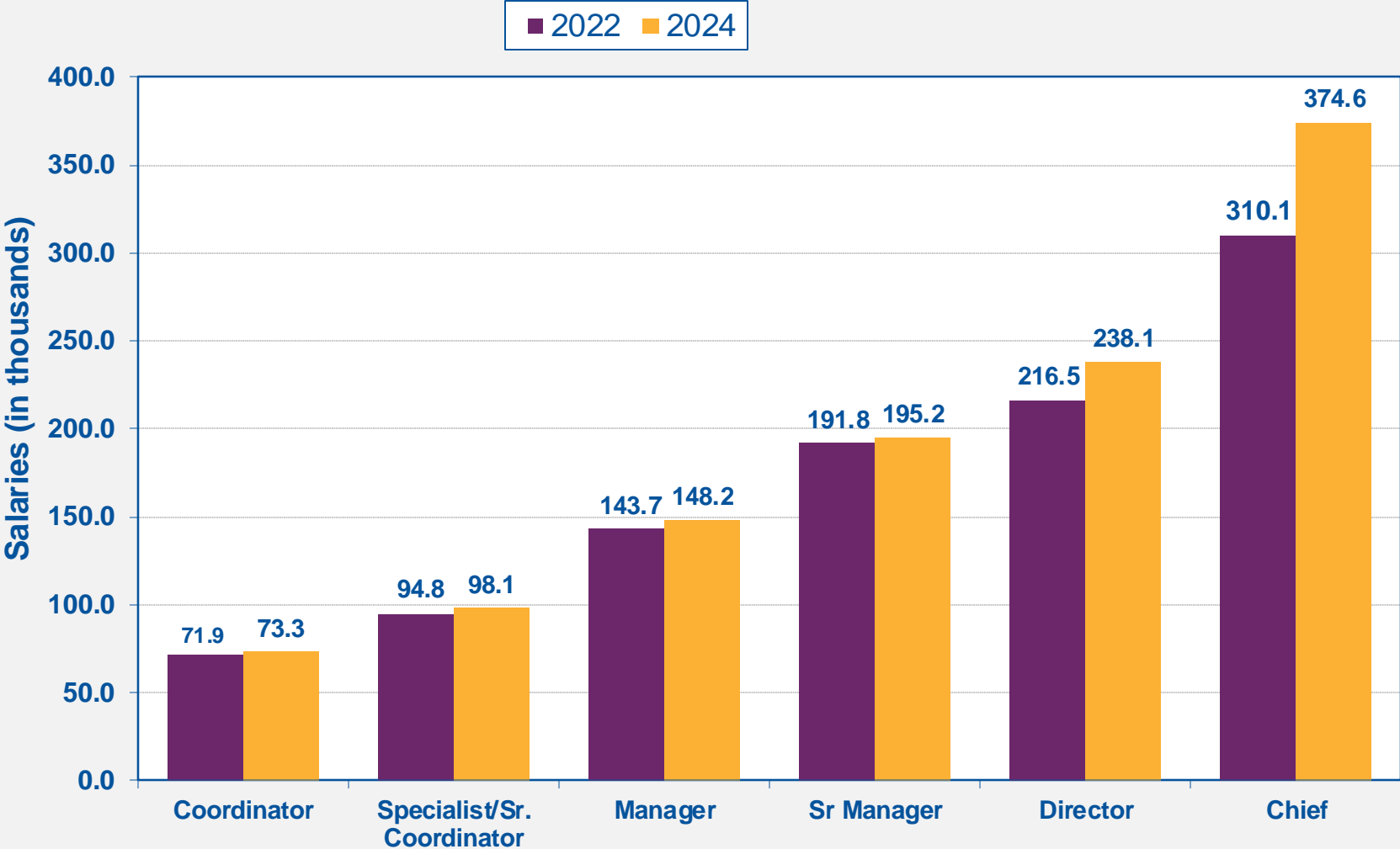
Title (# responses with salary data)	Average Salary	Median	25 - 75% Range	Average Bonus	Average Raise
Director (5):	\$246,690	\$278,000	\$190k - \$297k	\$27,800	3.1%

*insufficient data for Coordinators, Specialists, & Chiefs

Average Salaries by City: NY Metro, DC, Chicago, Texas, CA, Regional

Title (# responses with salary data)	NY/NJ	DC	Chicago	Texas	CA	Regional
Chief (27):	\$512,000	\$369,000	-	\$305,000	-	\$232,208
Director (82):	\$266,766	\$236,141	\$240,233	\$211,714	\$246,690	\$204,015
Sr. Manager (77):	\$209,633	\$197,943	\$179,572	\$184,487	-	\$173,072
Manager (59):	\$167,238	\$152,000	-	\$144,000	-	\$134,126
Specialist/Analyst Sr. Coord. (27):	\$117,050	\$88,875	-	-	-	\$69,200
Coordinator (12):	-	-	-	-	-	-

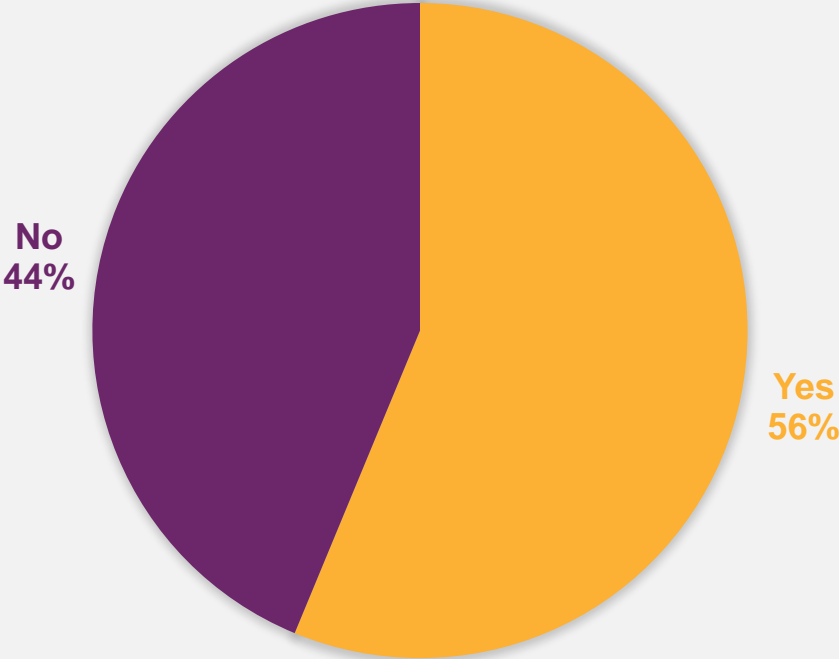
Salary Trends: 2022-2024



Are You Satisfied With Your Current Compensation?

ALL RESPONDENTS

In 2022, 60% of respondents were satisfied with their salary

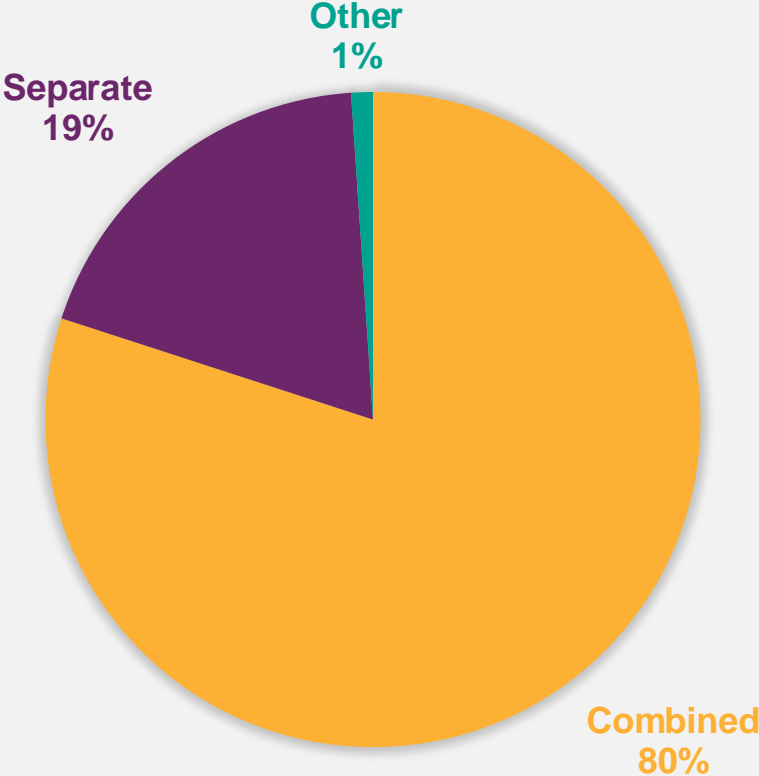


Industry Findings



Are Your Marketing/BD Functions Combined or Separate?

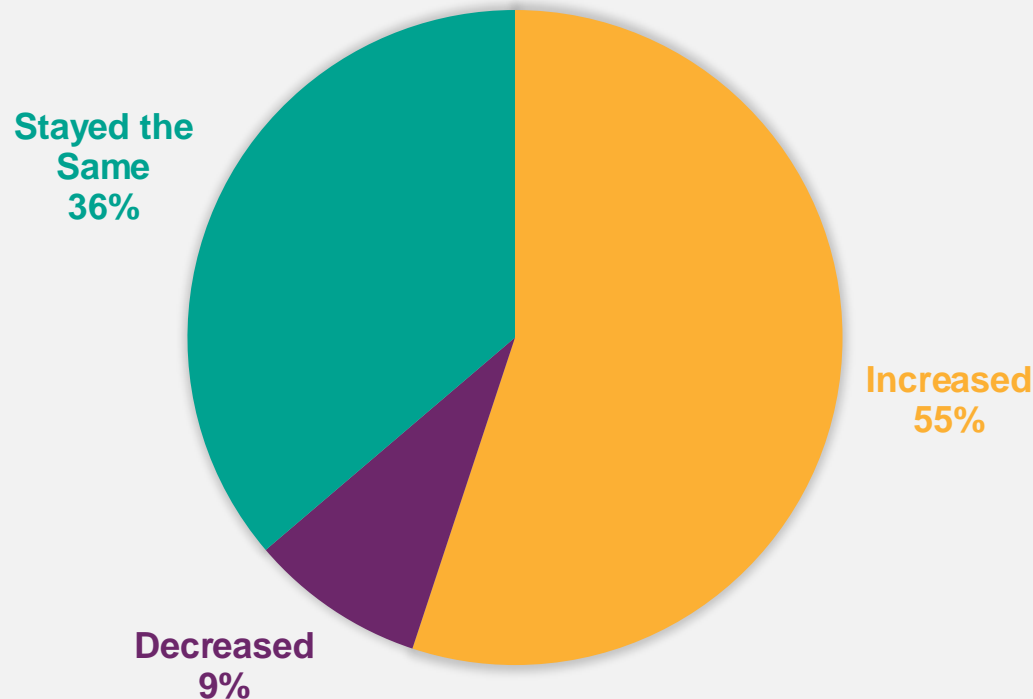
ALL RESPONDENTS



In the Past 2 Years, Has Your Department Increased or Decreased?

ALL RESPONDENTS

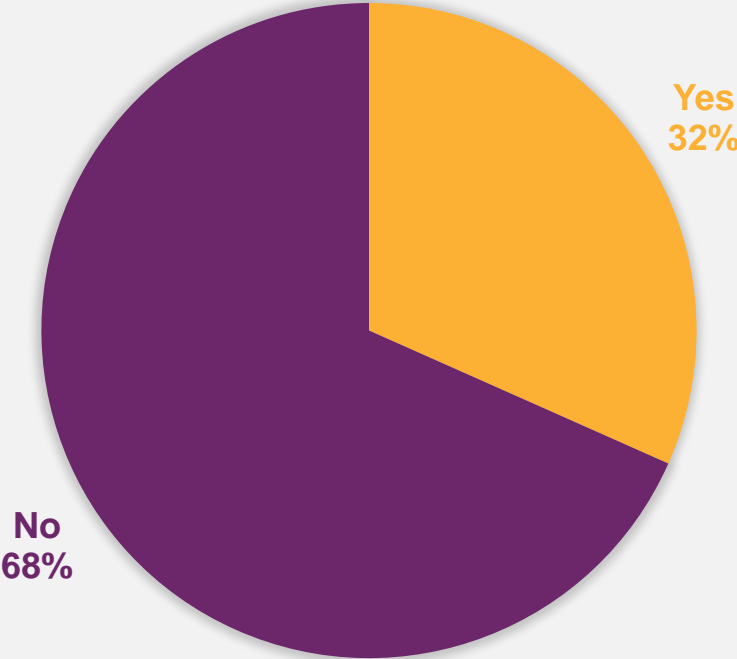
In 2022, **50%** of respondents reported their department had **increased** in size, while **18%** reported a **decrease** in size. **32%** said their department stayed the same.



Do You Believe Your Department Is Adequately Staffed?

ALL RESPONDENTS

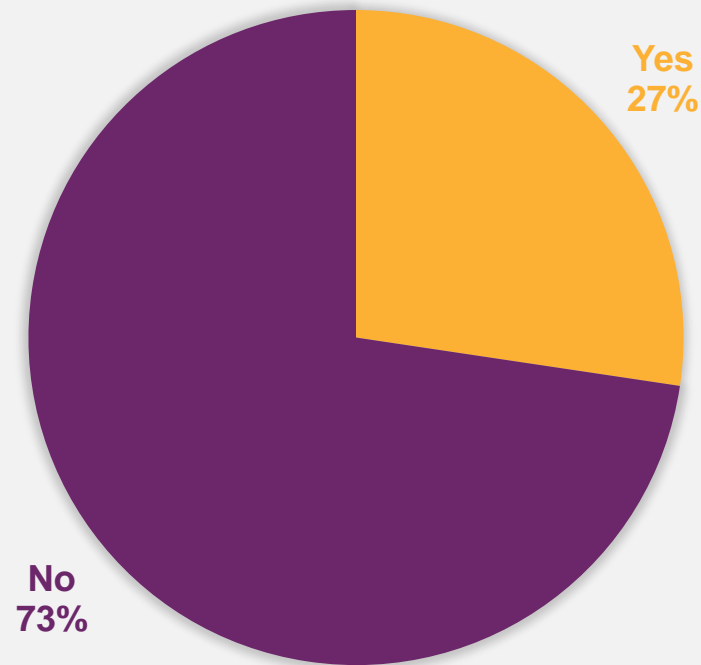
In 2022, 27% of respondents believed their department was adequately staffed



Did You Move Firms in the Past Two Years?

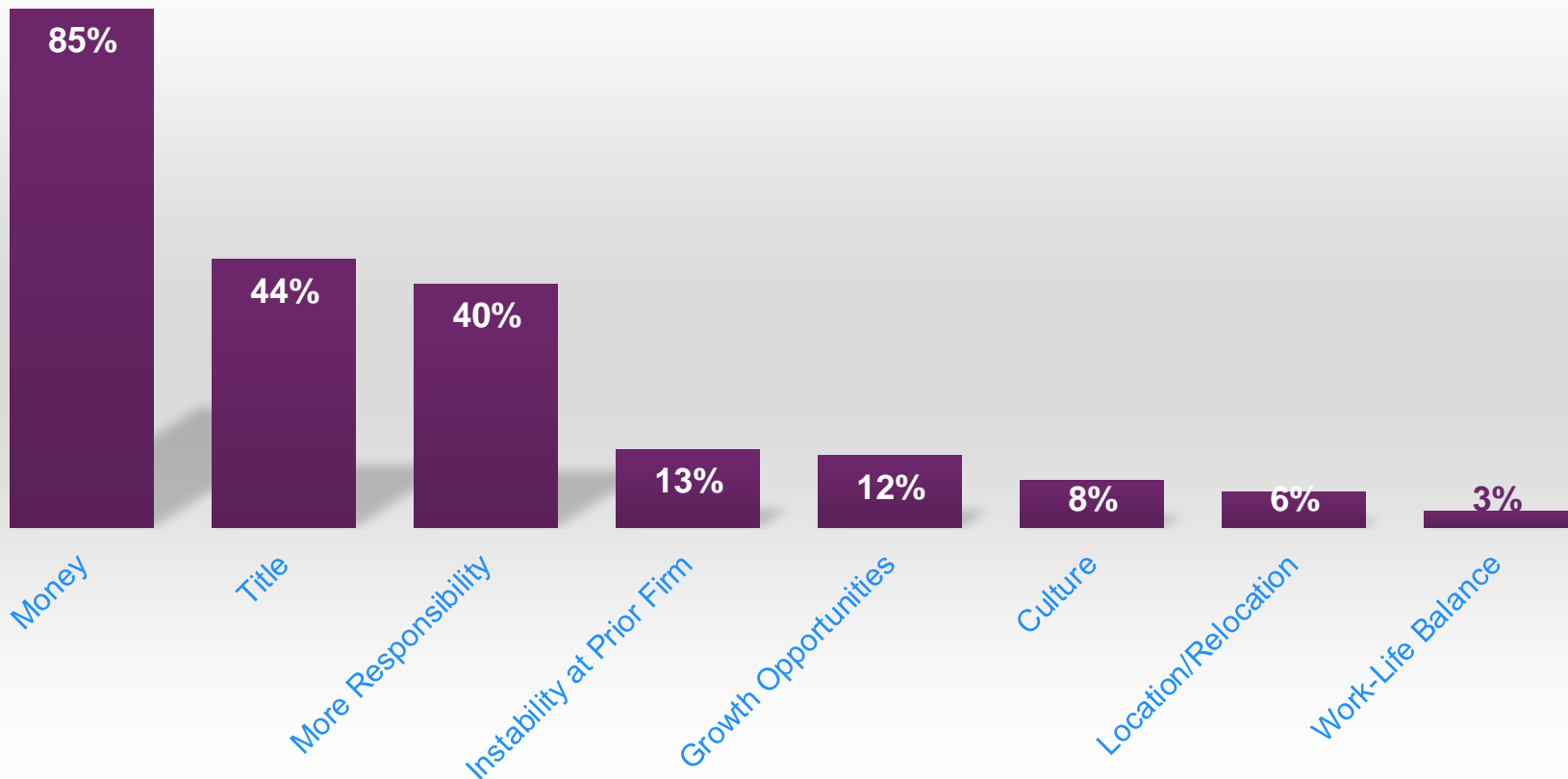
In 2022, 24% moved firms within the past two years

ALL RESPONDENTS



Why Did You Move Firms in the Past 2 Years?

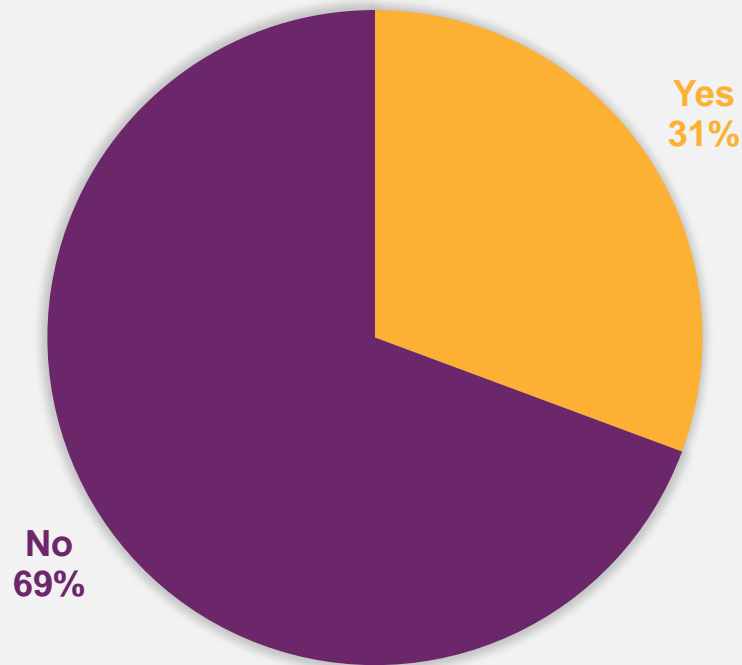
Reasons for Moving (Respondents Could Select More than 1)



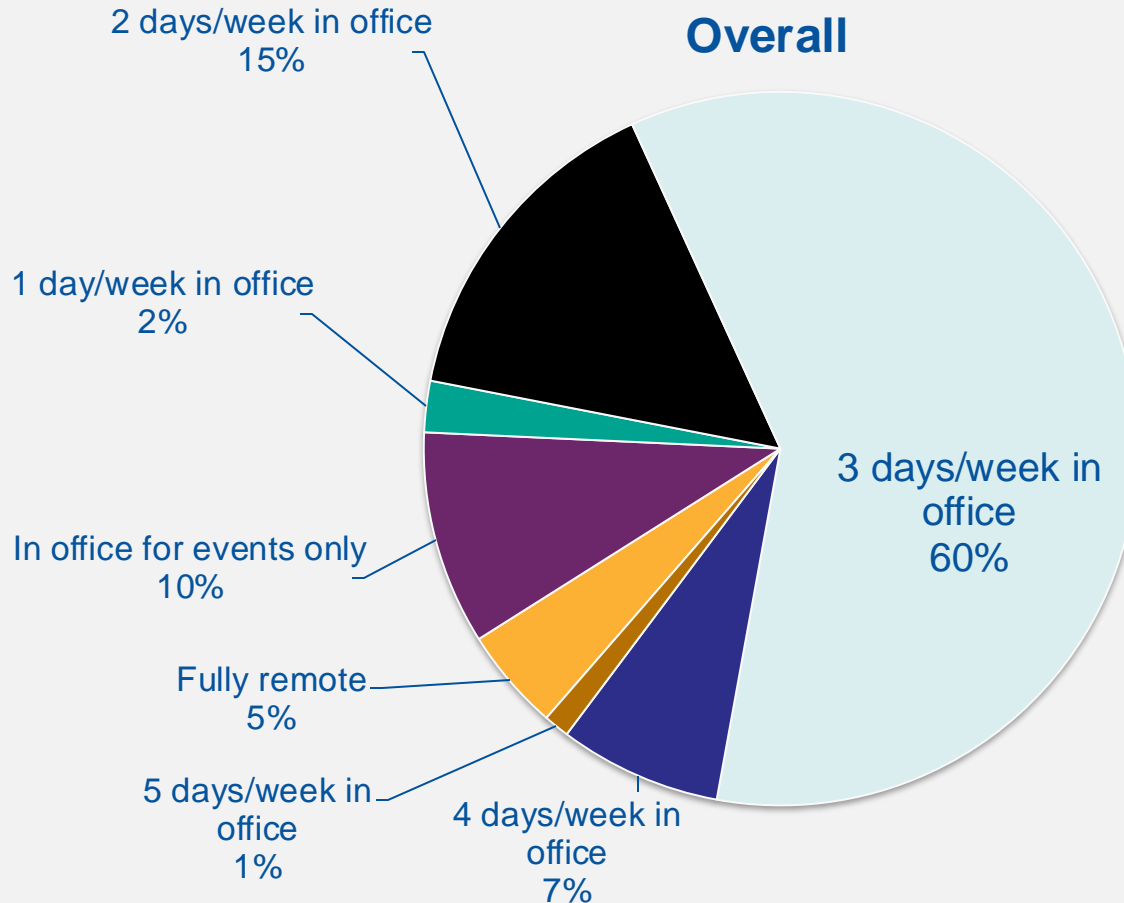
At Your Current Firm, Have You Been Promoted With a Title Change in the Past Two Years?

ALL RESPONDENTS

In 2022, 29% of respondents were promoted with a title change



What is Your Firm's Remote Work Policy?



27

Do You Plan on Being in Legal Marketing in 2 Years?

ALL RESPONDENTS

In 2022, 90% of respondents planned on staying in legal marketing in two years




Link With Me



Eva Wisnik

Professional trainer, Recruiter
and Author of Your Fairy Job...





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