

Wisnik Law Firm Marketing / BD Survey 2014

By Eva Wisnik

November 2014



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 following 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 October 2014. The results that follow were generated from 262 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 continued increase in new law firm marketing/BD positions throughout the year and are hopeful that new opportunities will continue to grow. Have a wonderful Thanksgiving and New Year and please let us know if there is any way we can help you achieve your goals!

All the best,
Eva Wisnik
& *Ann Sawner*

Bios



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. She has worked with over 100 law firms, including 74 of the AmLaw 100. Eva has conducted over 600 training programs for attorneys on topics that include Business Development Skills, Time Management and Myers Briggs and has conducted over 35 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.

Ann Sawner is Wisnik's Manager of Operations & Special Projects. Ann holds a Master's in Organizational Psychology from Columbia University. In addition to working with clients and candidates, Ann also develops training programs and has managed and analyzed data from over 15 legal industry salary surveys. She earned her BA from the University of Virginia in both Economics and Spanish.

Response Breakdown

Total of 262 marketing professionals' salary and industry information

■ By Position

- Chief: 19
- Director: 71
- Manager: 104
- Specialist/
Sr. Coordinator: 44
- Coordinator: 19
- Assistant: 5

■ By Location

- New York: 163
- Washington, D.C.: 62
- Chicago: 36

■ By Firm Size

- 1-250: 32
- 251-500: 48
- 501-750: 28
- 751-1000: 62
- 1000+: 66

Summary of Interesting Survey Results

- 73% received a bonus AND a raise last year; 22% received either a bonus OR a raise
- 84% of you plan to be in legal marketing 2 years from now
- Over 55% of Chiefs and Directors have a graduate degree (JD, Master's, or MBA)

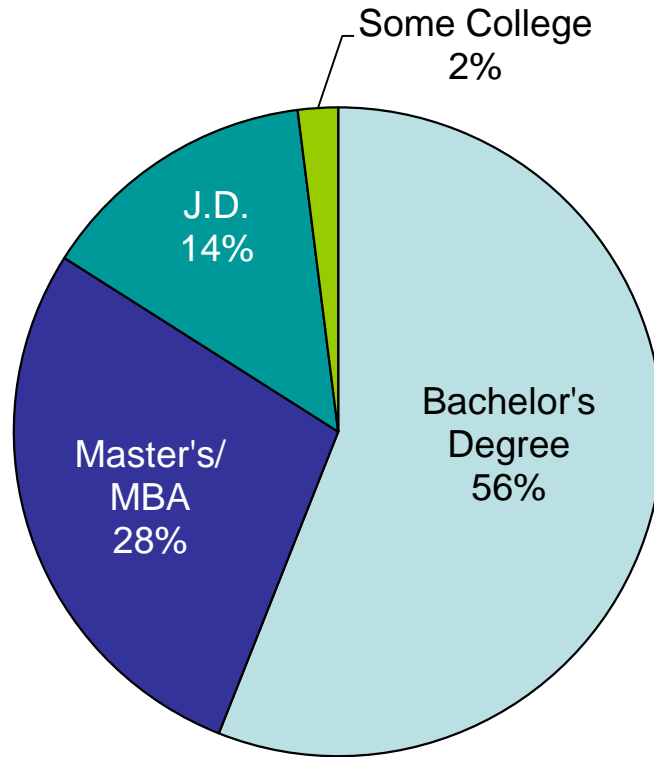
In the last 2 years:

62.7% say their department has increased in size

44% of respondents have been promoted with a title change

Profile of a Marketing/BD Professional

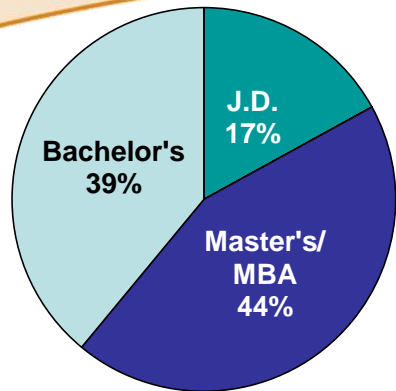
Degree of Education Attained by Legal Marketers



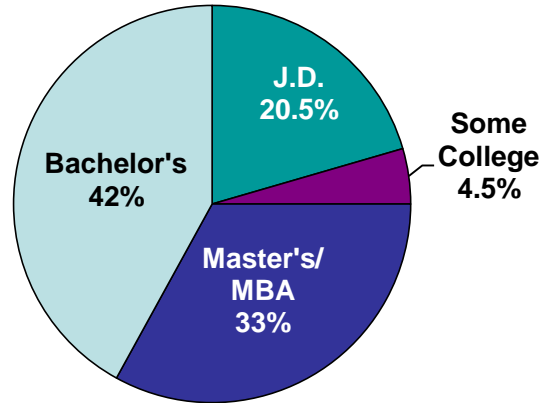
All Respondents

There are twice as many legal marketing/BD professionals with an MBA or Master's degree as there are with JDs!

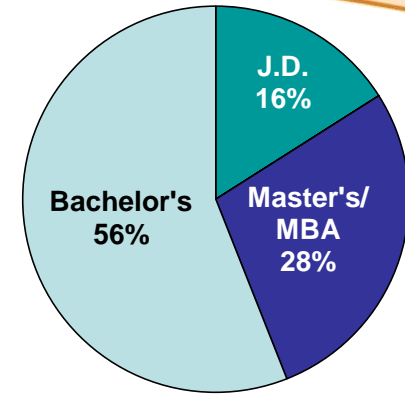
2014 Highest Degree of Education, by Job Title



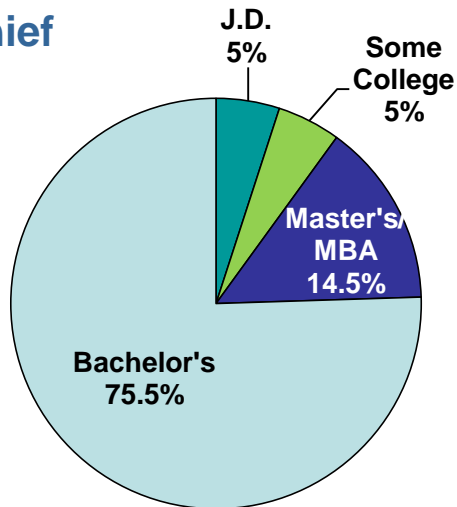
Chief



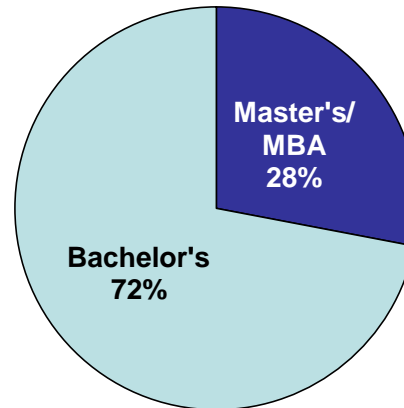
Director



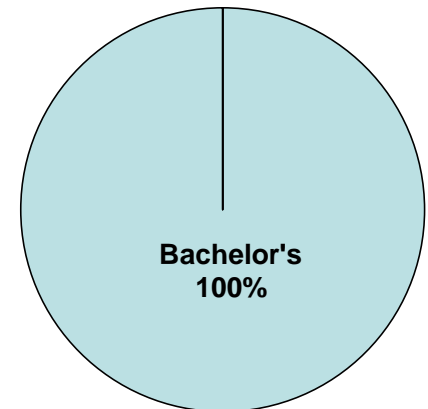
Manager



Spec./Sr. Coord.

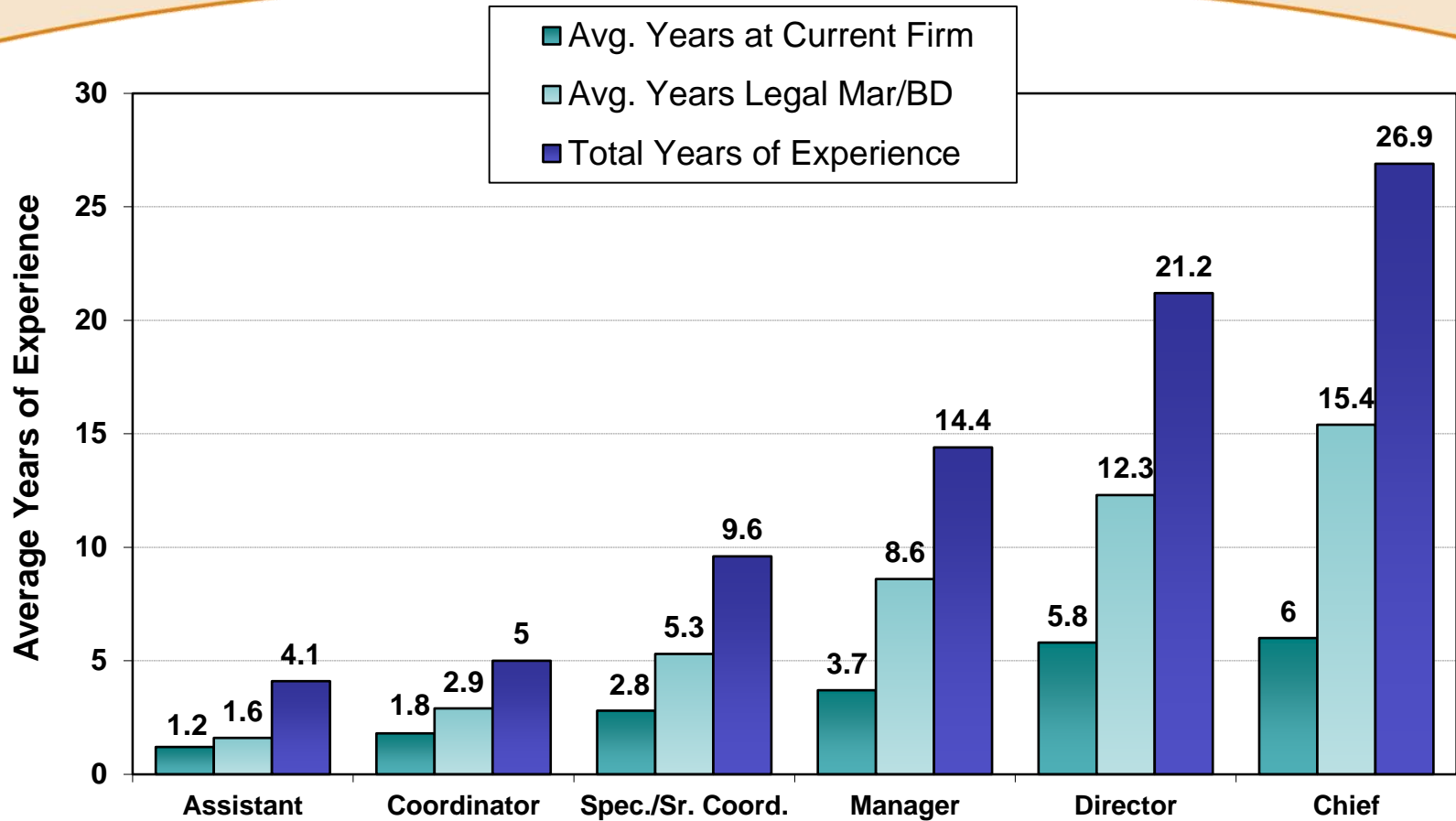


Coordinator



Assistant

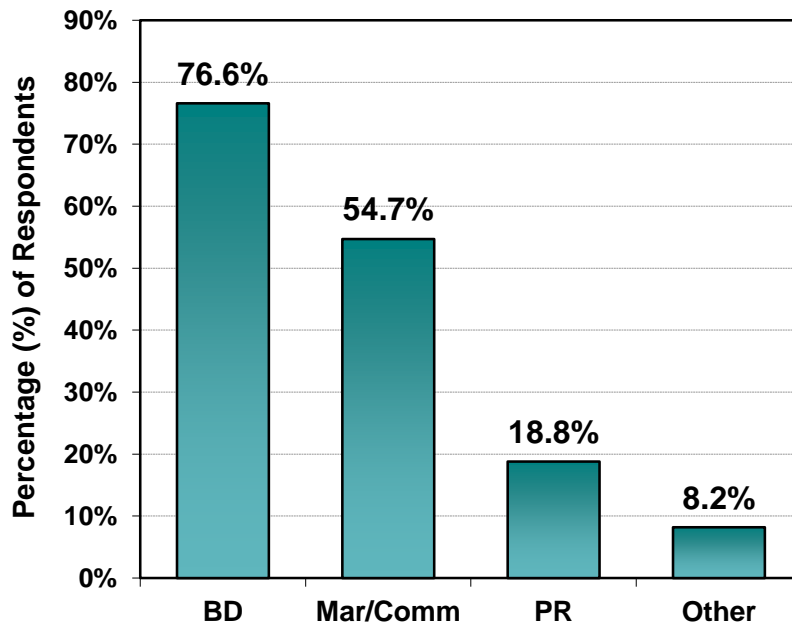
Law Firm Marketing / BD Professionals: Years of Experience



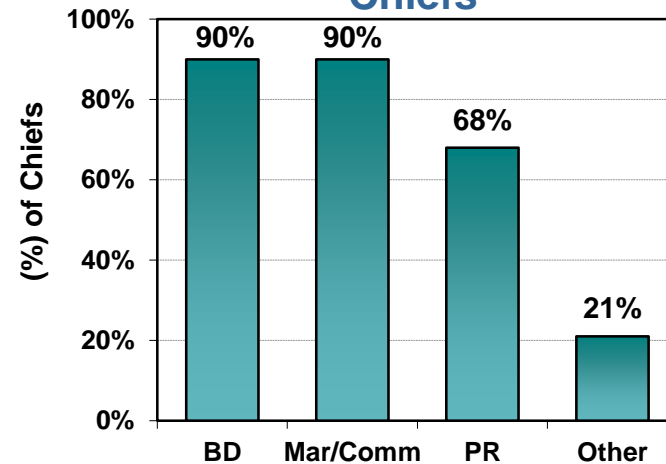
**Average Chief tenure at
a firm is now 6 years!**

Primary Areas of Work Focus

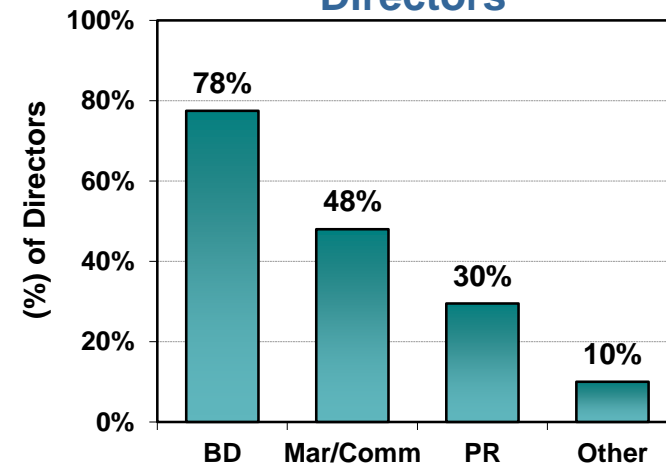
All Respondents



Chiefs



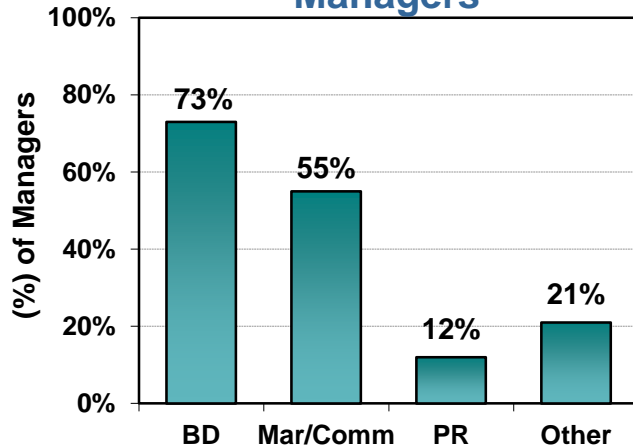
Directors



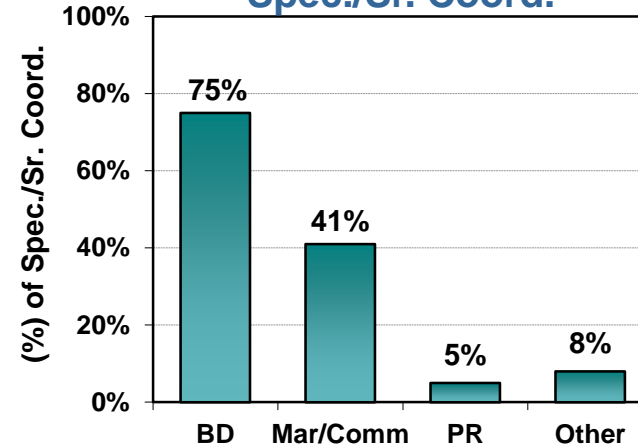
Primary Areas of Work Focus

(cont'd)

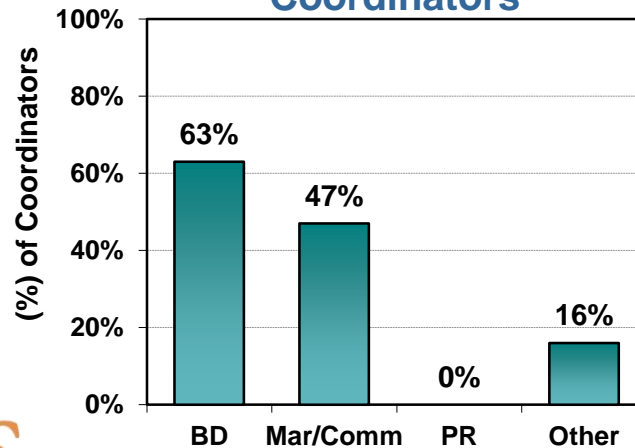
Managers



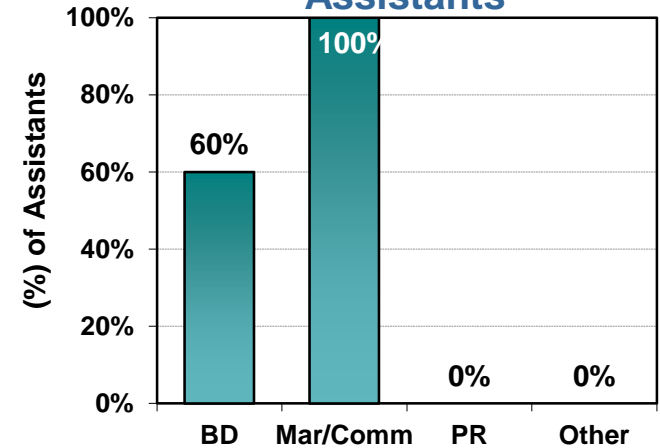
Spec./Sr. Coord.



Coordinators



Assistants



Wisnik Salary Findings

2014 Average Salaries, By Title

<u>Title (# responses with salary data)</u>	<u>Avg. Salary</u>	<u>Median</u>	<u>Avg. Bonus</u>	<u>Avg. Raise</u>
Chief (17):	\$404,706	\$430,000	\$42,967	4.6%
Director (65):	\$217,652	\$204,000	\$21,329	5.4%
Manager (99):	\$134,402	\$130,000	\$7,165	4.6%
Specialist/ Sr. Coord. (41):	\$80,394	\$80,000	\$4,211	5.5%
Coordinator (18):	\$57,494	\$57,400	\$2,158	3.6%
Assistant (5):	\$45,825	\$46,250	*	*

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

Average Salaries by City

<u>Title</u>	<u>New York</u>	<u>Chicago</u>	<u>Washington, D.C.</u>
Chief:	\$443,750	\$316,667	\$428,333
Director:	\$235,713	\$182,500	\$191,700
Manager:	\$138,649	\$117,285	\$131,510
Specialist/ Sr. Coord.:	\$83,902	\$76,033	\$70,100
Coordinator:	\$60,764	\$45,812.5	\$61,000
Assistant:	\$45,825	*	*

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

Salary Breakdown by Position and Location

Average Salary, Bonus, & Raise by Location

All Chiefs = 17
Average Salary = \$404,706 Median = \$430,000
Average Bonus = \$42,967 Average Raise = 4.6%

<u>Location:</u>	<u>New York</u>	<u>Chicago</u>	<u>Washington, D.C.</u>
Average Salary:	\$443,750	\$316,667	\$428,333
Median:	\$425,000	\$225,000	\$450,000
Average Bonus:	*	*	\$43,750
Average Raise:	*	*	3.9%

* Insufficient number of responses

Average Salary, Bonus, & Raise by Location

All Directors = 65
Average Salary = \$217,652 Median = \$204,000
Average Bonus = \$21,329 Average Raise = 5.4%

<u>Location:</u>	<u>New York</u>	<u>Chicago</u>	<u>Washington, D.C.</u>
Average Salary:	\$235,713	\$182,500	\$191,700
Median:	\$227,500	\$163,500	\$190,000
Average Bonus:	\$26,705	\$17,714	\$10,464
Average Raise:	5.7%	6%	4.3%

Average Salary, Bonus, & Raise by Location

All Managers = 99
Average Salary = \$134,402 Median = \$130,000
Average Bonus = \$7,165 Average Raise = 4.6%

<u>Location:</u>	<u>New York</u>	<u>Chicago</u>	<u>Washington, D.C.</u>
Average Salary:	\$138,649	\$117,285	\$131,510
Median:	\$130,000	\$120,000	\$130,000
Average Bonus:	\$8,178	\$5,364	\$5,380
Average Raise:	5%	3.4%	3.9%

Average Salary, Bonus, & Raise by Location

All Specialist / Sr. Coordinators = 41
Average Salary = \$80,394 Median = \$80,000
Average Bonus = \$4,211 Average Raise = 5.5%

<u>Location:</u>	<u>New York</u>	<u>Chicago</u>	<u>Washington, D.C.</u>
Average Salary:	\$83,902	\$76,033	\$70,100
Median:	\$83,500	\$74,000	\$68,850
Average Bonus:	\$4,015	\$6,350	\$3,083
Average Raise:	6.1%	6.2%	2.9%

Average Salary, Bonus, & Raise by Location

All Coordinators = 18
Average Salary = \$57,494 Median = \$57,400
Average Bonus = \$2,158 Average Raise = 3.6%

<u>Location:</u>	<u>New York</u>	<u>Chicago</u>	<u>Washington, D.C.</u>
Average Salary:	\$60,764	\$45,813	\$61,000
Median:	\$59,900	\$45,000	\$64,000
Average Bonus:	\$2,300	*	\$1,875
Average Raise:	3.3%	*	3.6%

* Insufficient number of responses

** Insufficient data for Assistant breakdown

Salary Breakdown by Position and Firm Size

Average Salary, Bonus, & Raise by Firm Size

All Chiefs = 17

Average Salary = \$404,706 Median = \$430,000
Average Bonus = \$42,967 Average Raise = 4.6%

<u>Firm Size:</u>	<u>251-500</u>	<u>751+</u>
Average Salary:	\$375,000	\$495,833
Median:	\$375K	\$500K
Average Bonus:	*	\$62,000
Average Raise:	*	*

* Insufficient number of responses
for Firm Sizes 1-250 and 501-750,
and some bonus/raise data

Average Salary, Bonus, & Raise by Firm Size

All Directors = 65
Average Salary = \$217,652 Median = \$204,000
Average Bonus = \$21,329 Average Raise = 5.4%

Firm Size:	<u>1-250</u>	<u>251-500</u>	<u>501-750</u>	<u>751-1000</u>	<u>1001+</u>
Average Salary:	\$187,400	\$244,250	\$222,600	\$199,154	\$226,053
Median:	\$171,000	\$225,000	\$172,000	\$197,000	\$230,000
Average Bonus:	\$20,025	\$30,042	*	\$12,091	\$23,125
Average Raise:	5.1%	3.5%	*	5.6%	6.4%

* Insufficient number of responses

Average Salary, Bonus, & Raise by Firm Size

All Managers = 99
Average Salary = \$134,402 Median = \$130,000
Average Bonus = \$7,165 Average Raise = 4.6%

Firm Size:	1-250	251-500	501-750	751-1000	1001+
Average Salary:	\$115,708	\$126,564	\$153,110	\$140,552	\$129,906
Median:	\$109,000	\$122,500	\$145,000	\$130,000	\$125,275
Average Bonus:	\$3,167	\$6,936	\$7,044	\$8,105	\$7,565
Average Raise:	2.9%	5%	4%	5.9%	4.1%

Average Salary, Bonus, & Raise by Firm Size

All Specialist / Sr. Coordinators = 41
Average Salary = \$80,394 Median = \$80,000
Average Bonus = \$4,211 Average Raise = 5.5%

<u>Firm Size:</u>	<u>1-250</u>	<u>251-500</u>	<u>751-1000</u>	<u>1001+</u>
Average Salary:	\$82,500	\$82,000	\$79,892	\$80,823
Median:	\$85,000	\$82,000	\$74,500	\$80,000
Average Bonus:	*	*	\$3,783	\$4,931
Average Raise:	*	3.4%	6.1%	6.4%

* Insufficient number of respondents for Firm Size 501-750 and some Bonus/Raise data

Average Salary, Bonus, & Raise by Firm Size

All Coordinators = 18
Average Salary = \$57,494 Median = \$57,400
Average Bonus = \$2,158 Average Raise = 3.6%

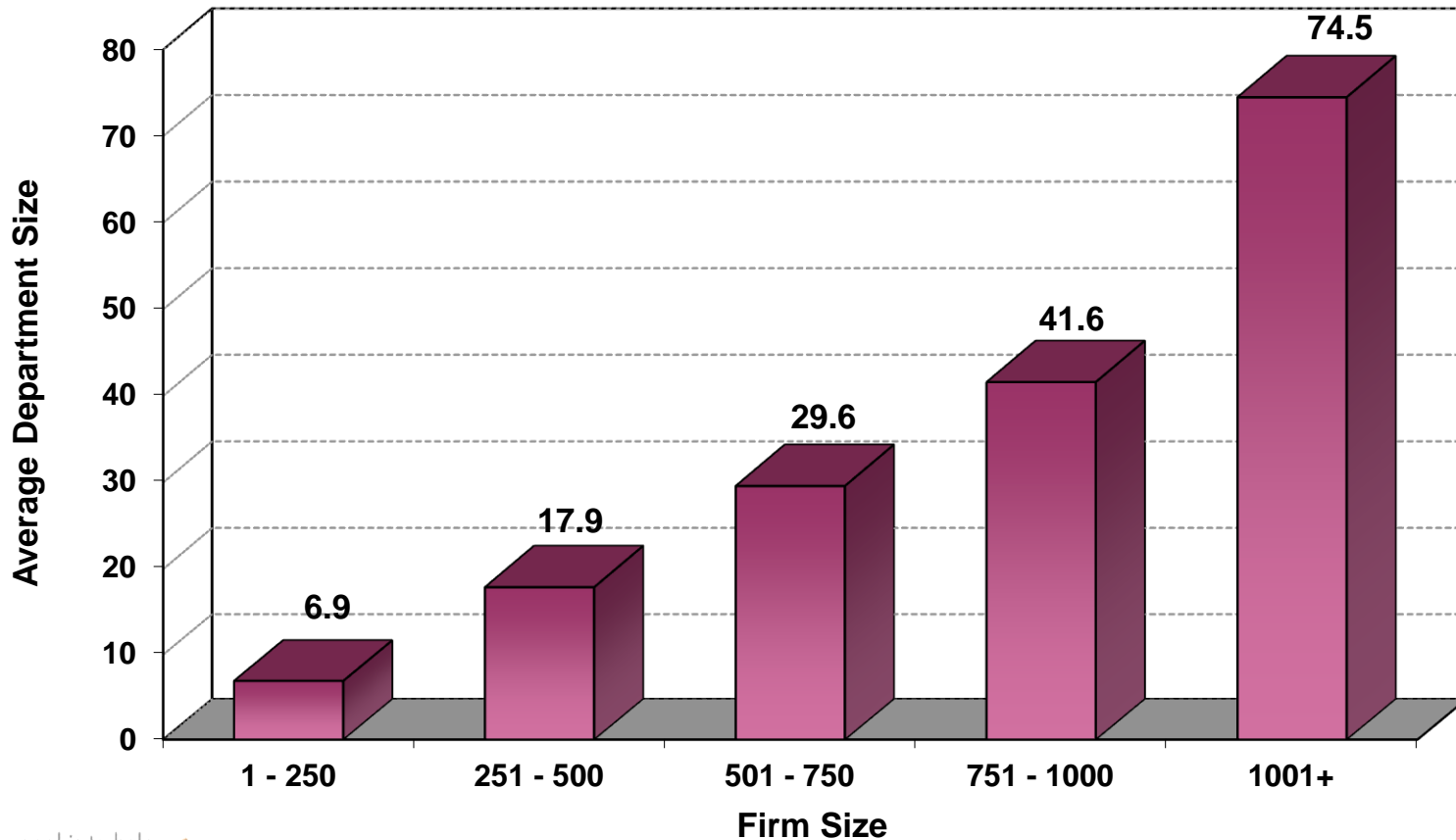
<u>Firm Size:</u>	<u>251-500</u>	<u>751-1000</u>	<u>1001+</u>
Average Salary:	\$57,160	\$59,667	\$57,523
Median:	\$59,800	\$57,500	\$55,625
Average Bonus:	\$2,260	\$1,775	*
Average Raise:	2.8%	*	*

* Insufficient number of respondents for Firm Size 1-250 and 501-750, and some Bonus/Raise data

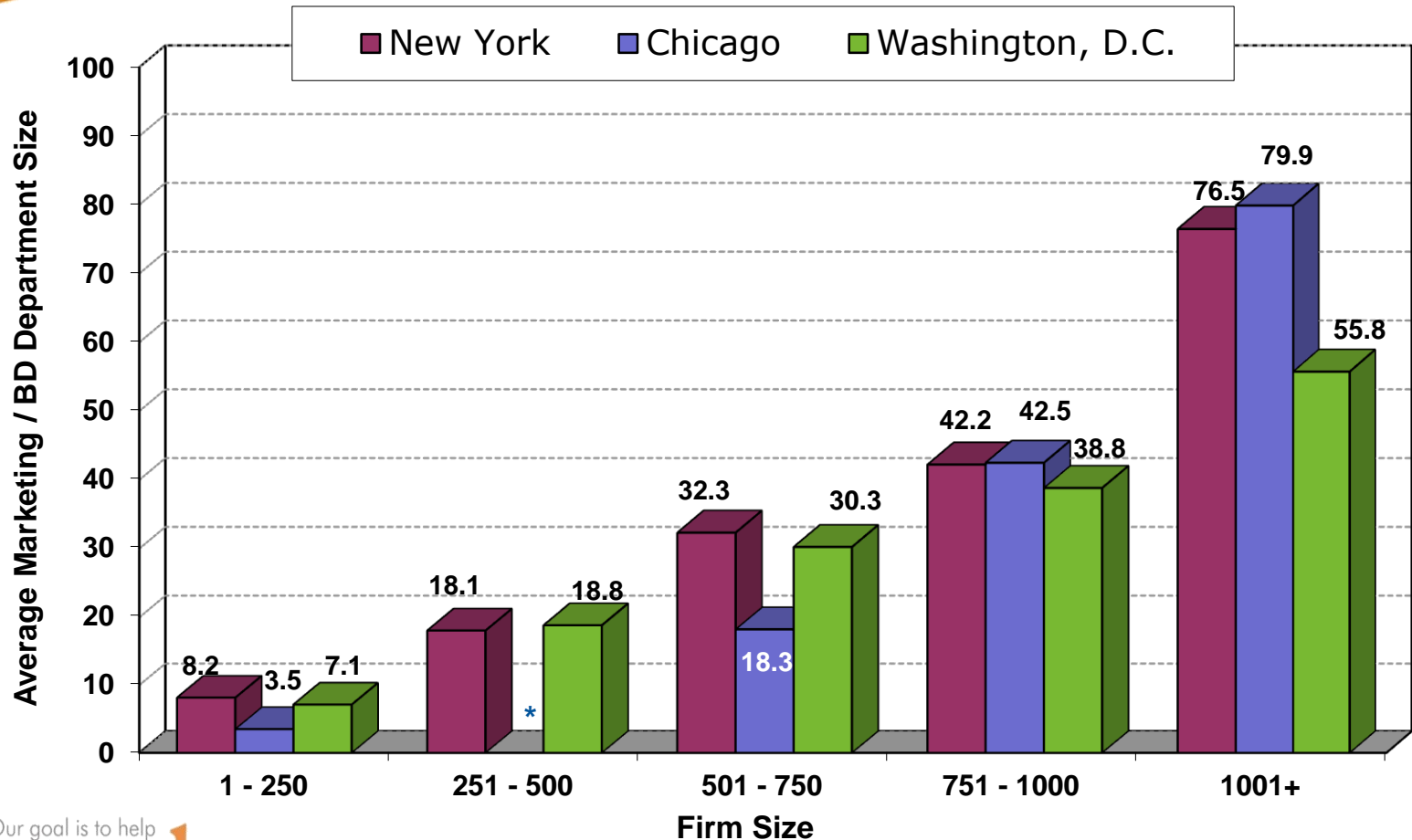
** Insufficient data for Assistant breakdown

Industry Findings: Firm Structure & Staffing

Size of Firm vs. Size of Marketing Department

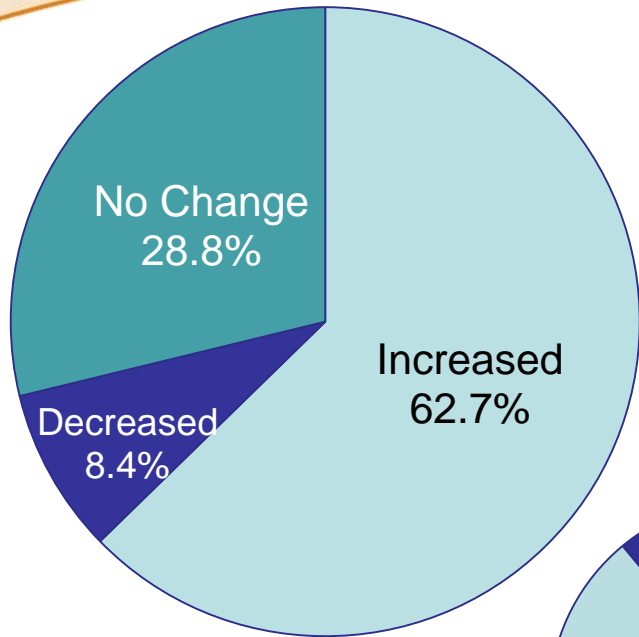


Size of Firm vs. Size of Department, by City

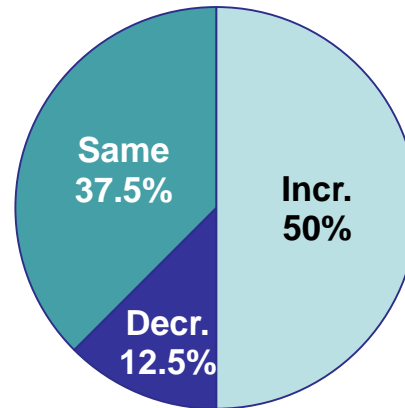


* Insufficient data for Chicago size 251-500

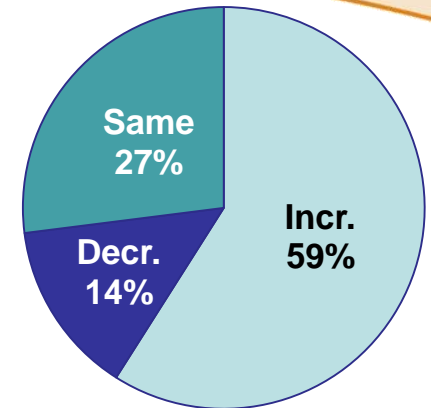
Has Your Department Size Changed?



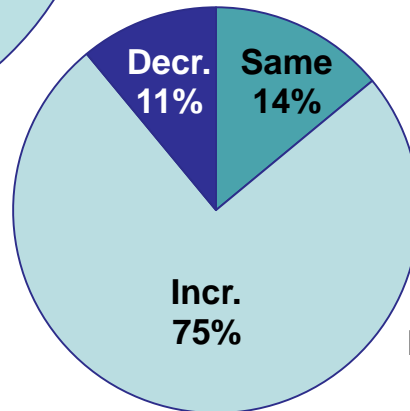
All Respondents



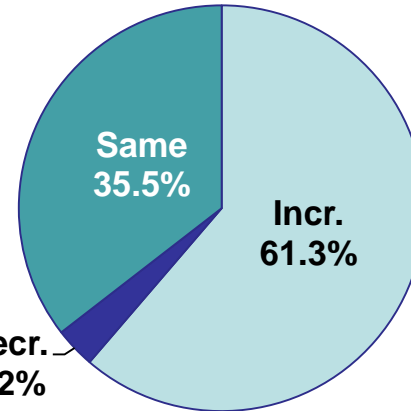
1 - 250



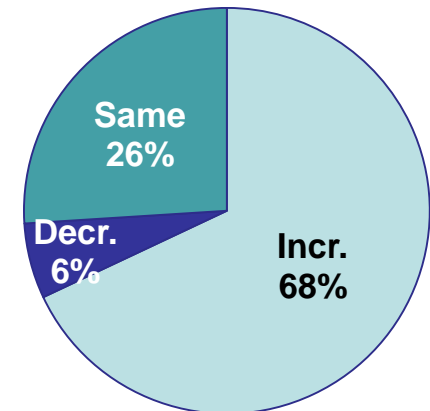
251 - 500



501 - 750



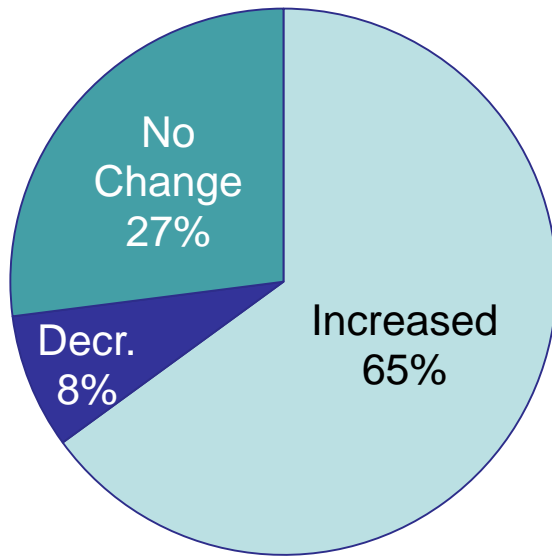
751 - 1000



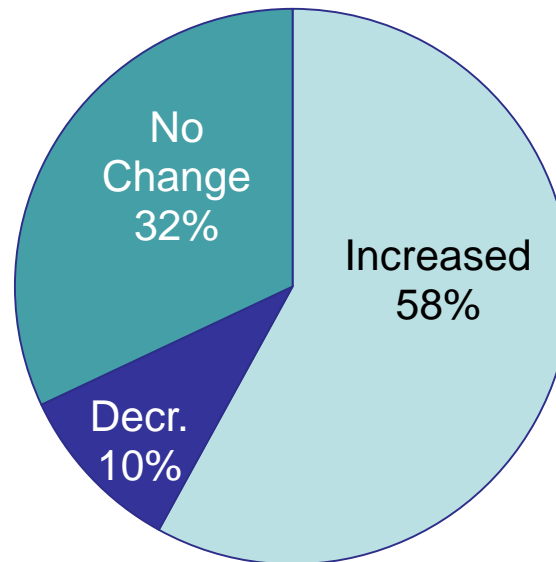
1001+

Department Size Changes: City Comparison

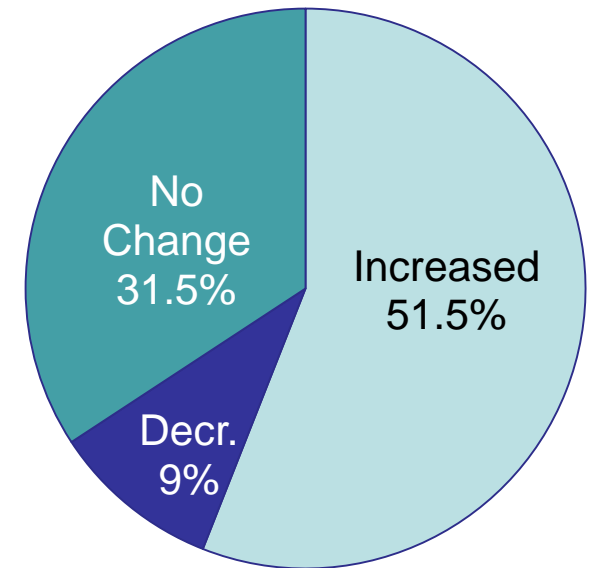
My Department Size has:



New York



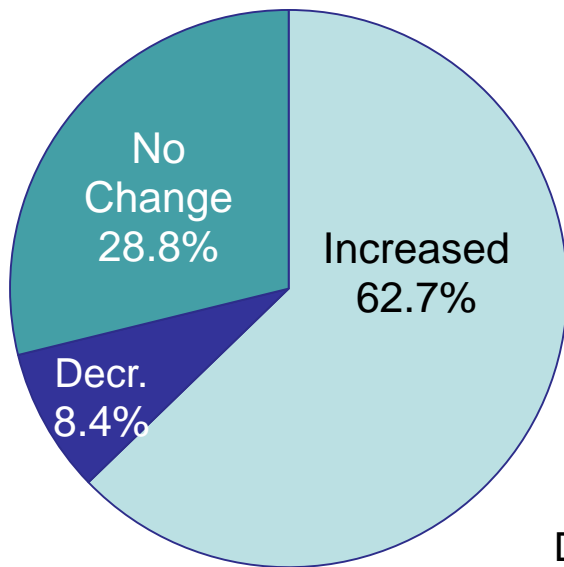
Chicago



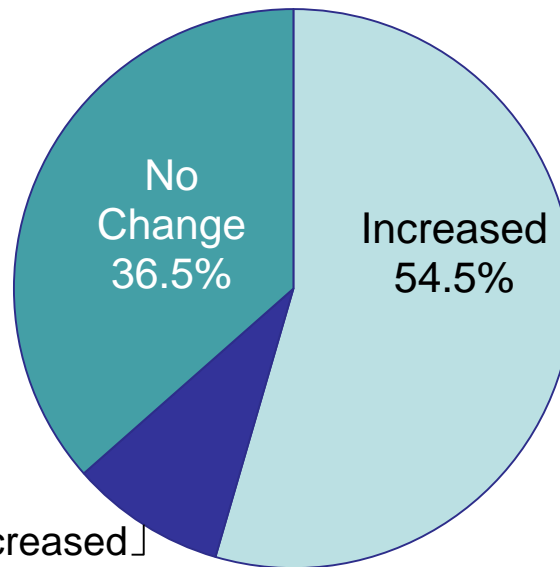
Washington, D.C.

Department Size Changes: 2011-2014 Comparison

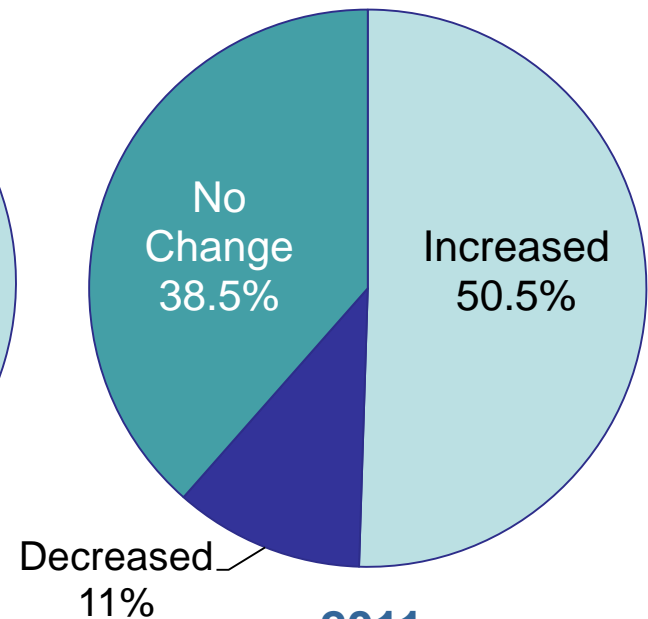
My Department Size has:



2014:
All Respondents



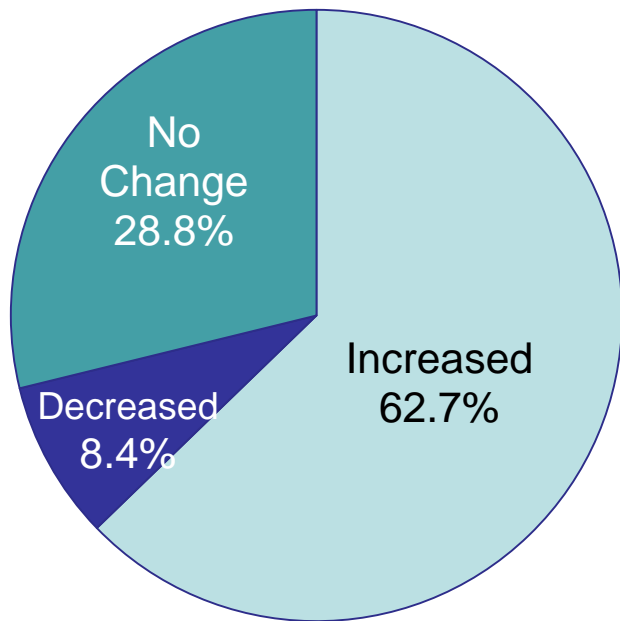
2013:
All Respondents



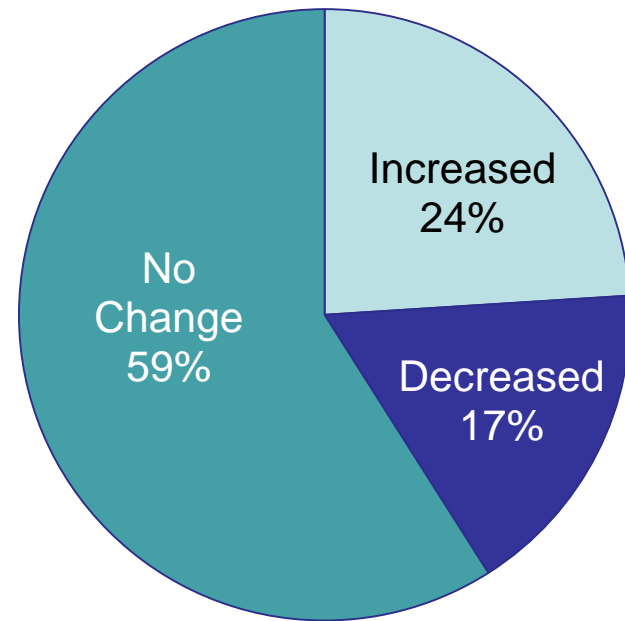
2011:
All Respondents

Department Size Changes: 2014 Comparison with Recruiting

My Department Size has:



2014: Marketing/BD Departments

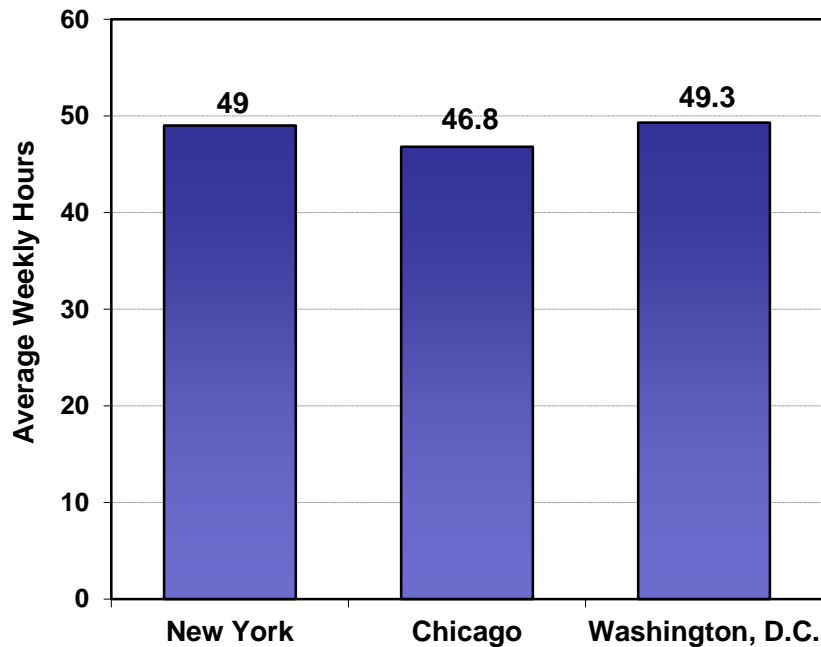


2014: Recruiting Departments*

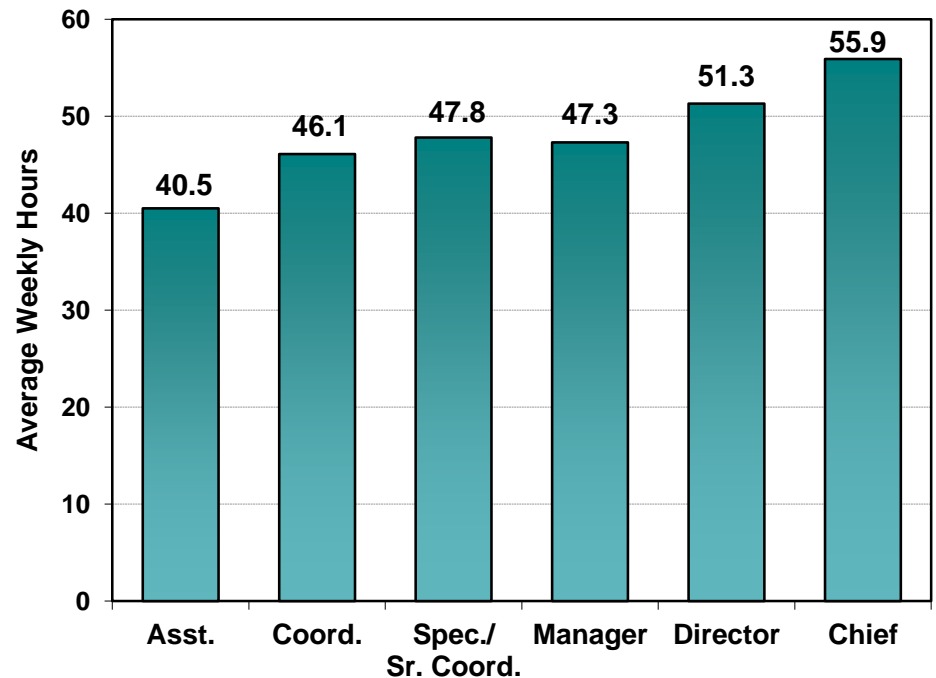
* Recruiting info drawn from NY & DC 2014 data and Chicago 2013 data

Average Hours Worked Per Week, Since January 1, 2014

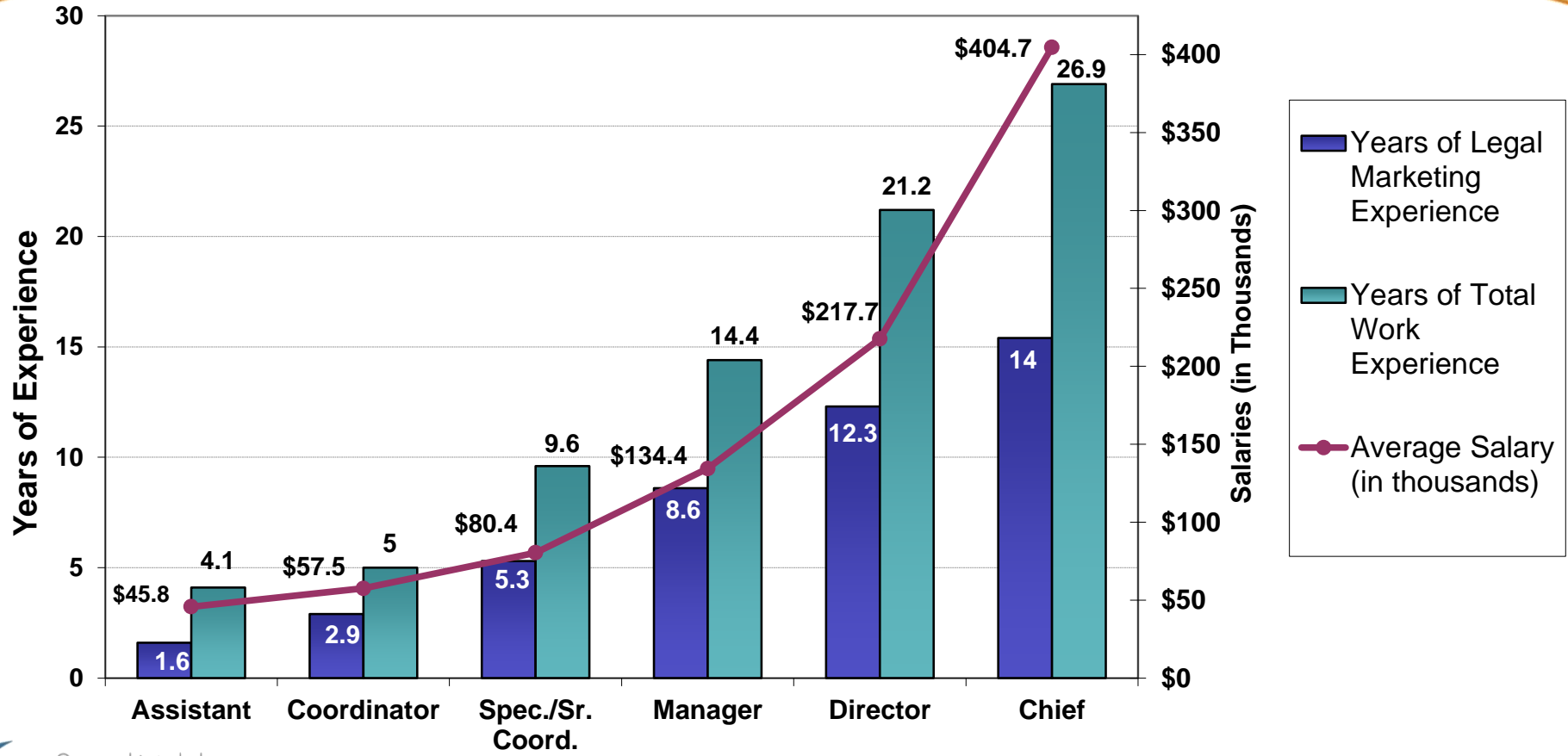
By City



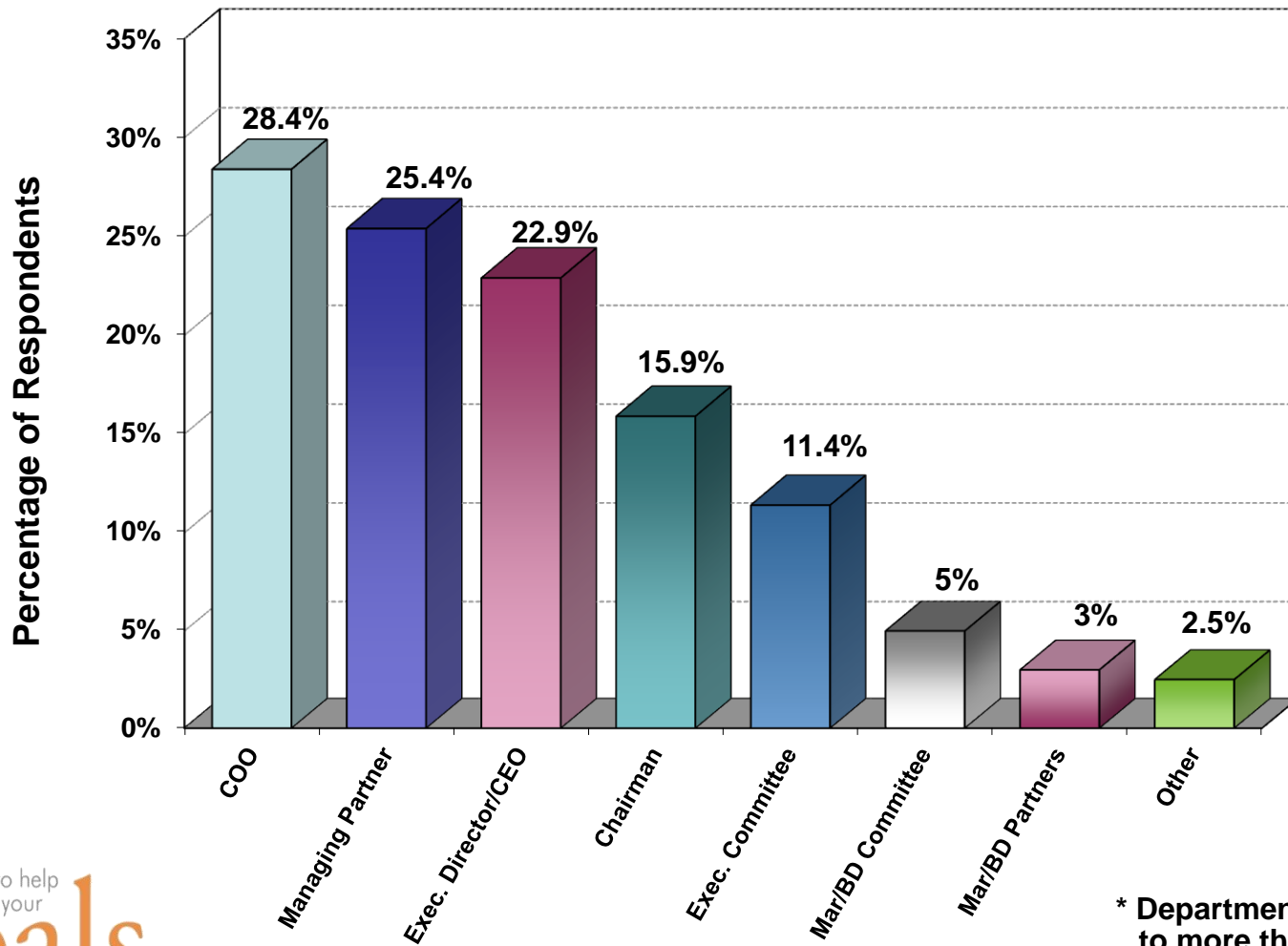
By Position



Average Salary vs. Years of Experience

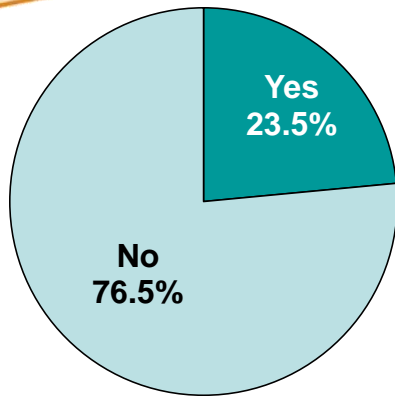


Reporting Structure: Who Does Marketing/BD Department Report To?

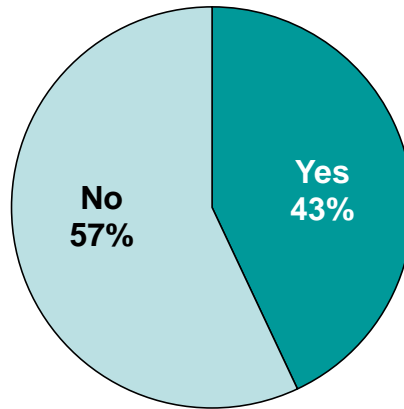


* Departments may report to more than one entity

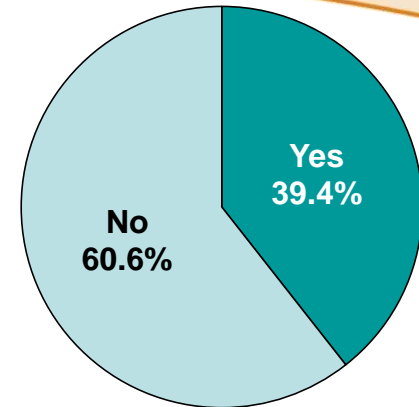
In the Past 2 Years, Have You Had a Promotion with a Title Change?



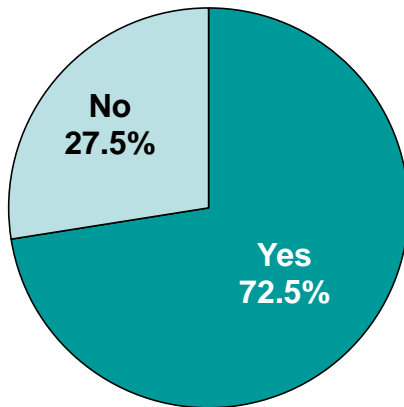
Chief



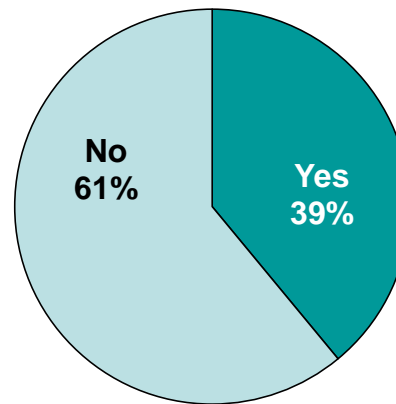
Director



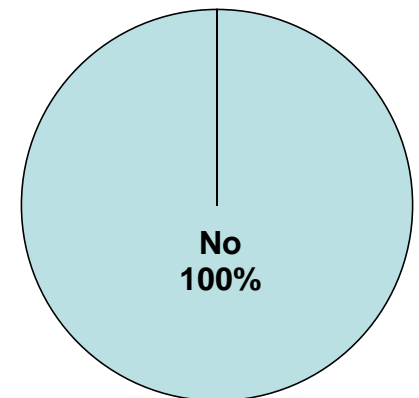
Manager



Spec./Sr. Coord.



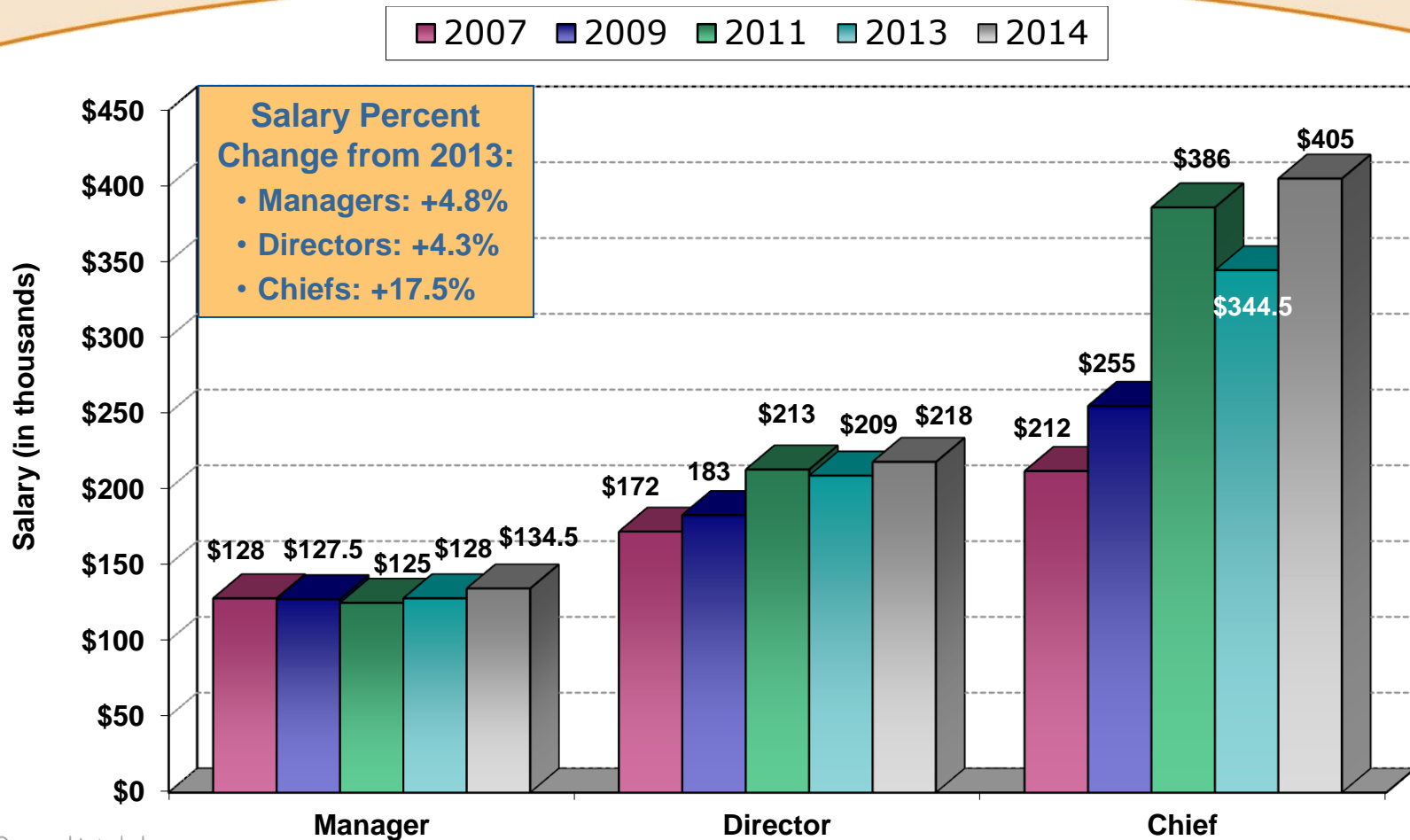
Coordinator



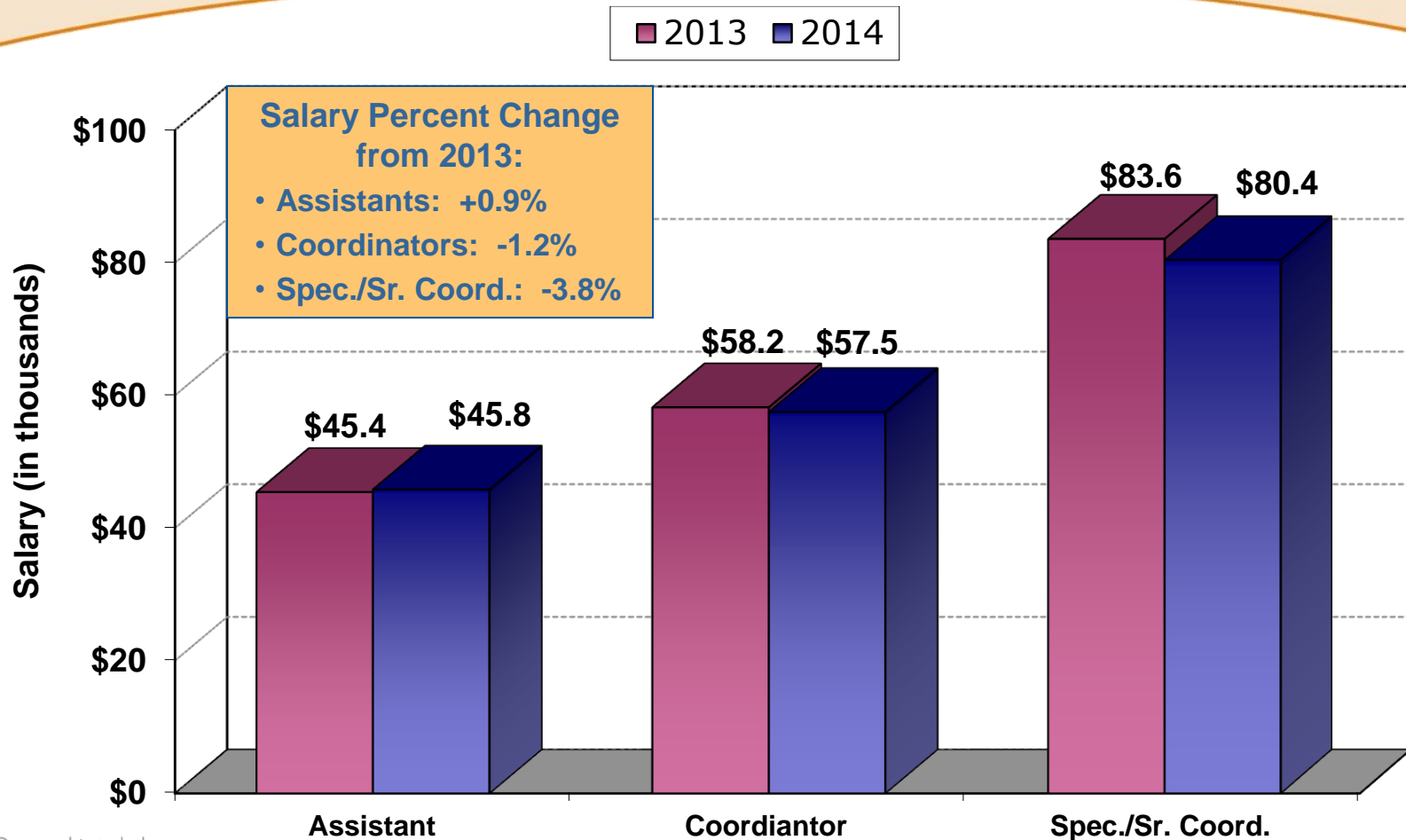
Assistant

Industry Findings: Compensation Trends

Senior Mar/BD Professionals: Average Salary Comparisons, 2007 - 2014



Junior Mar/BD Professionals: Average Salary Comparisons, 2013 - 2014

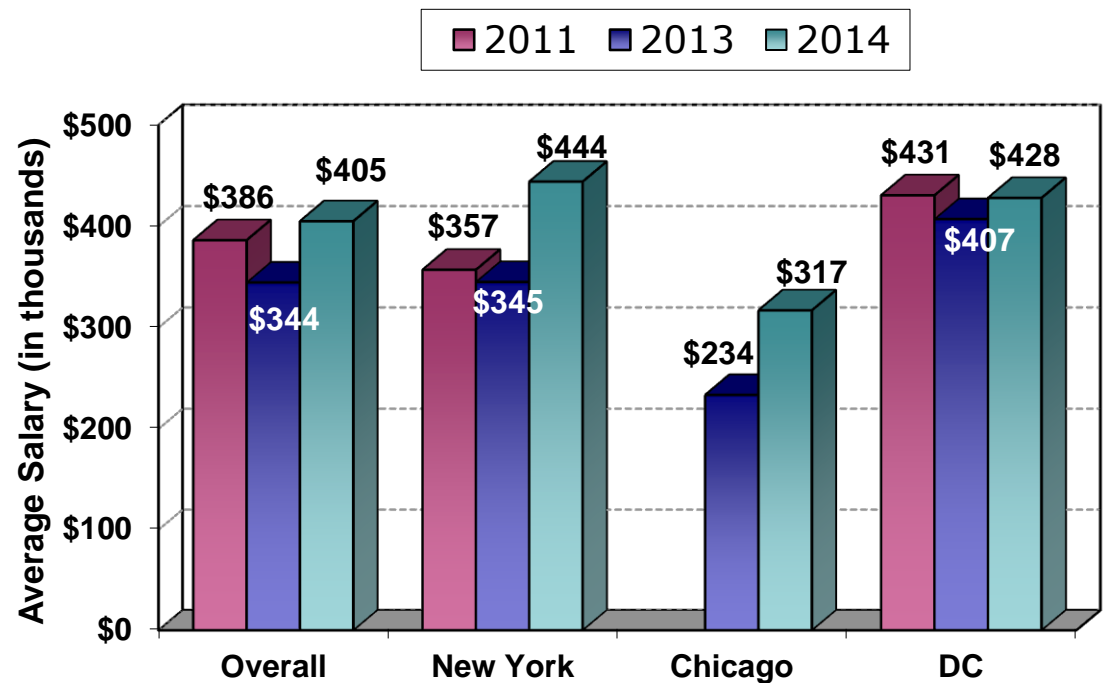


Why did Chief Salaries Dip in 2013?

2011 - 2014 Comparison

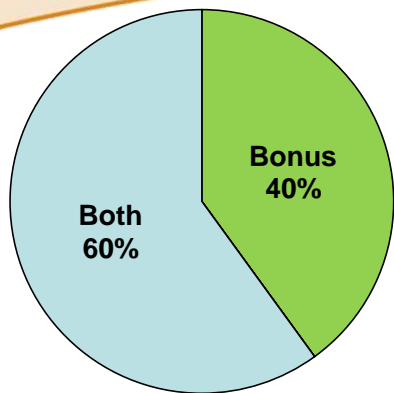
Overall, Chief salaries dipped in 2013. The reasons are due to respondent location and firm size.

- In general, Chicago salaries are lower than NY or DC, and the 2013 survey had more Chicago Chiefs than the 2011 or 2014 surveys
- 2013 Chicago Chiefs also came from smaller firms (lower salaries), whereas 2011 and 2014 respondents were from larger firms (higher salaries).
- Compared to 2011 and 2014, 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.

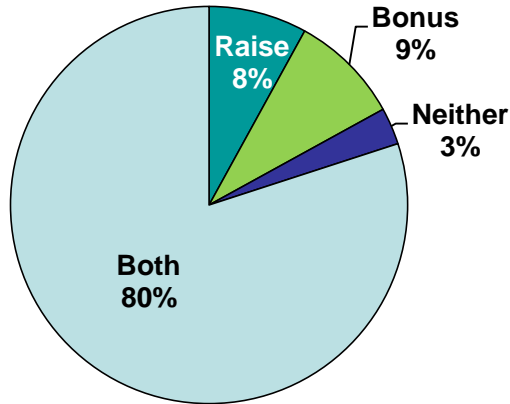


* Insufficient responses to provide 2011 Chicago average salary data.

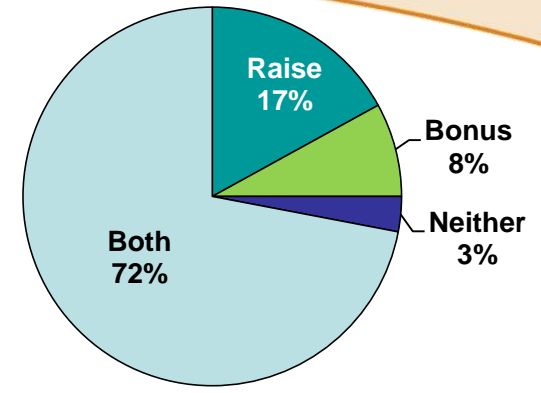
Did You Get a Bonus or a Raise?



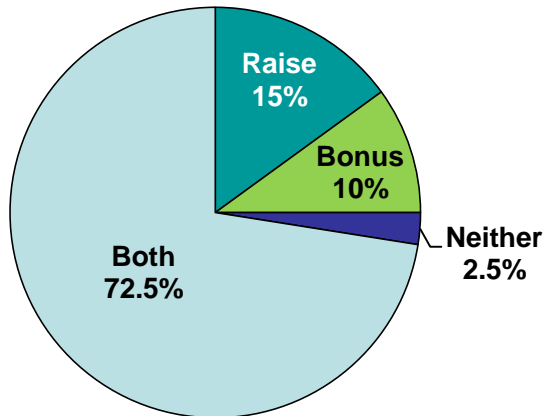
Chief



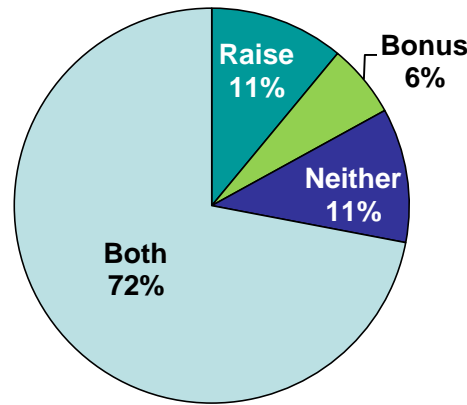
Director



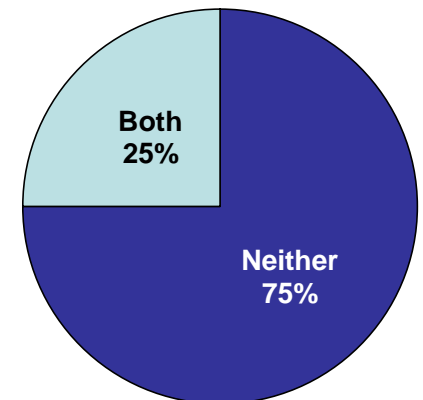
Manager



Spec./Sr. Coord.

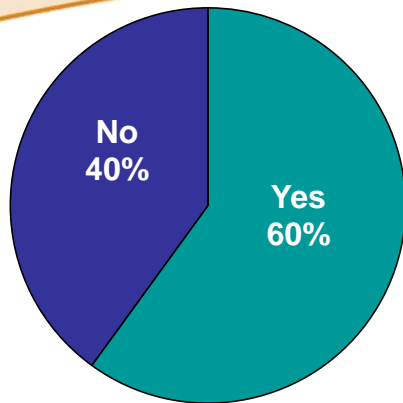


Coordinator

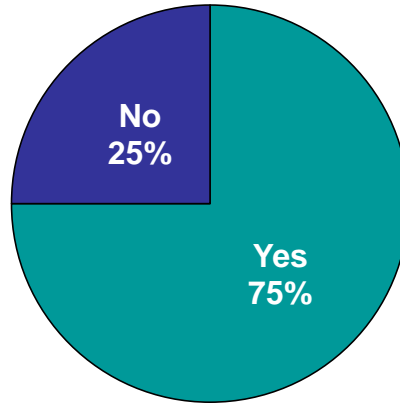


Assistant

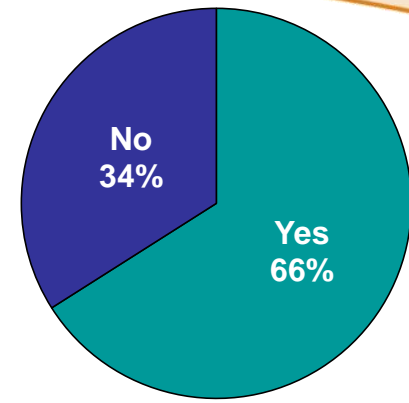
Are You Satisfied with Your Compensation?



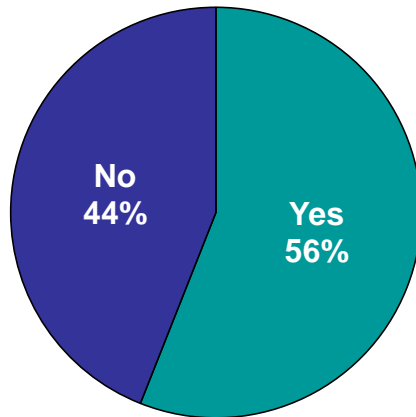
Chief



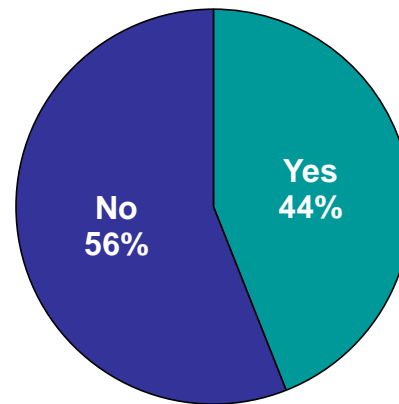
Director



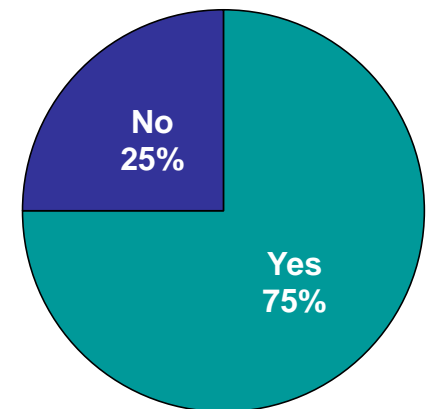
Manager



Spec./Sr. Coord.

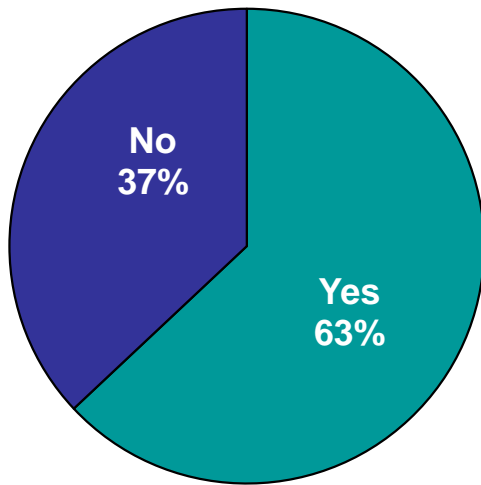


Coordinator

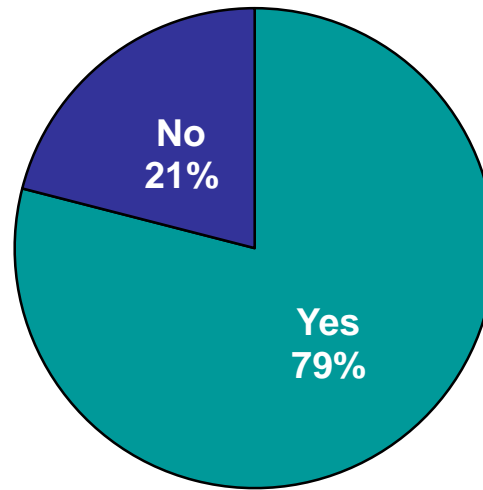


Assistant

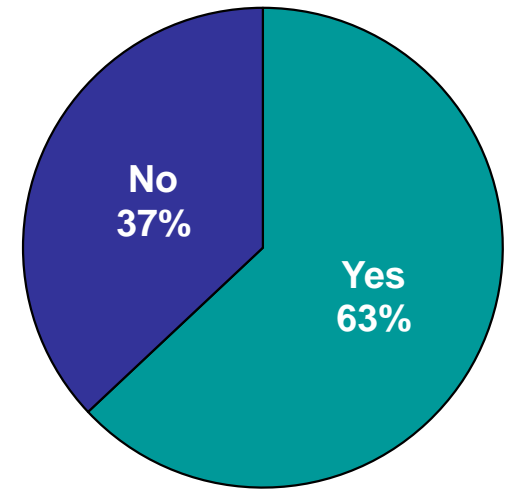
By City, Are You Satisfied with Your Compensation?



New York



Chicago



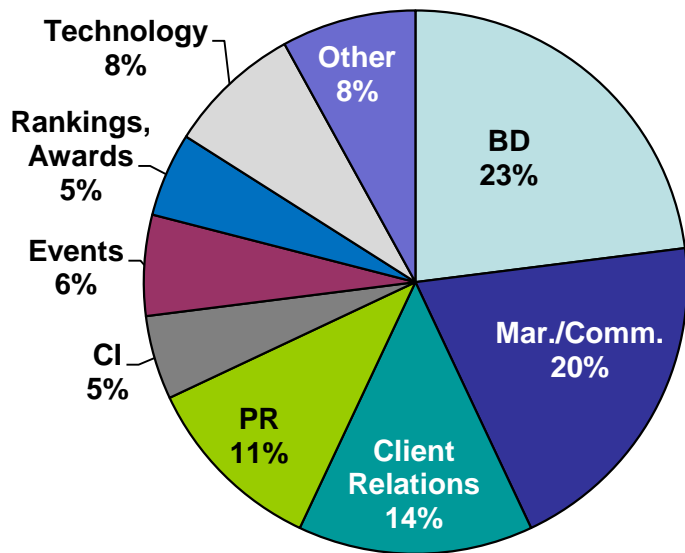
Washington, D.C.

Responsibilities of a Marketing/BD Professional

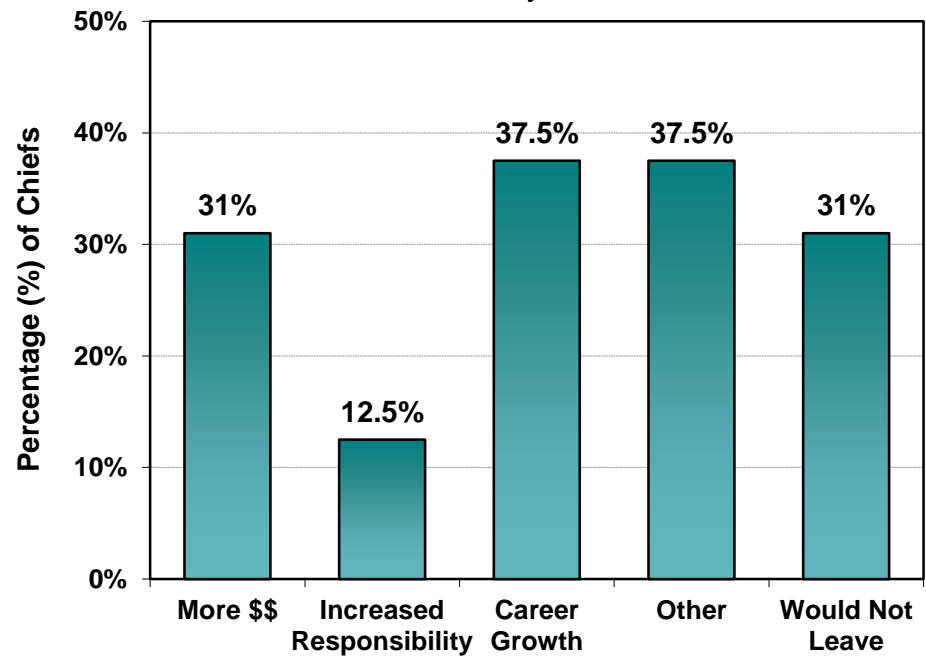
Chiefs: Responsibilities and the Future

100% say they plan to be in legal marketing/BD in two years

Where do you spend your time?



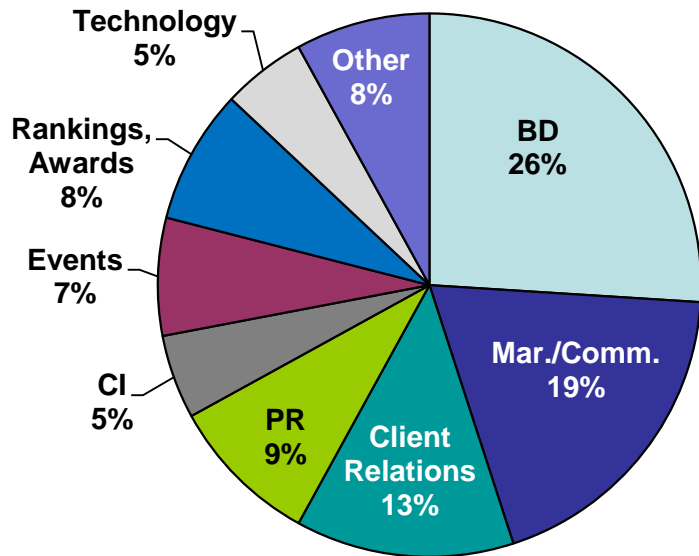
I would leave my current Firm for:



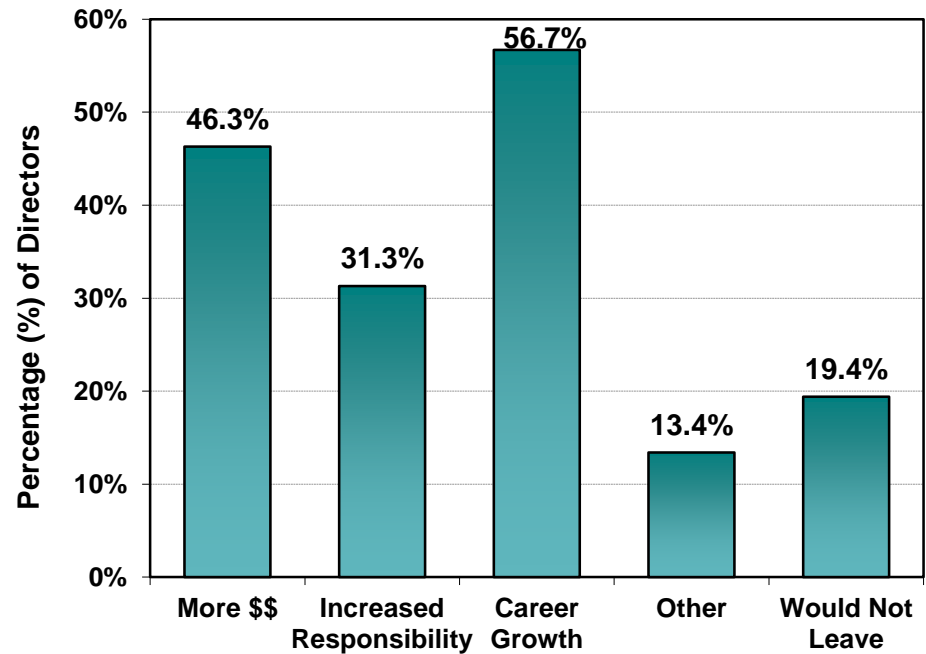
Directors: Responsibilities and the Future

91% say they plan to be in legal marketing/BD in two years

Where do you spend your time?



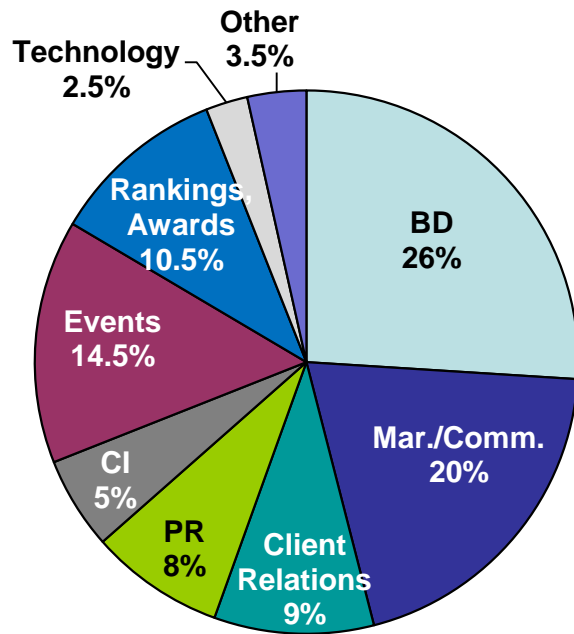
I would leave my current Firm for:



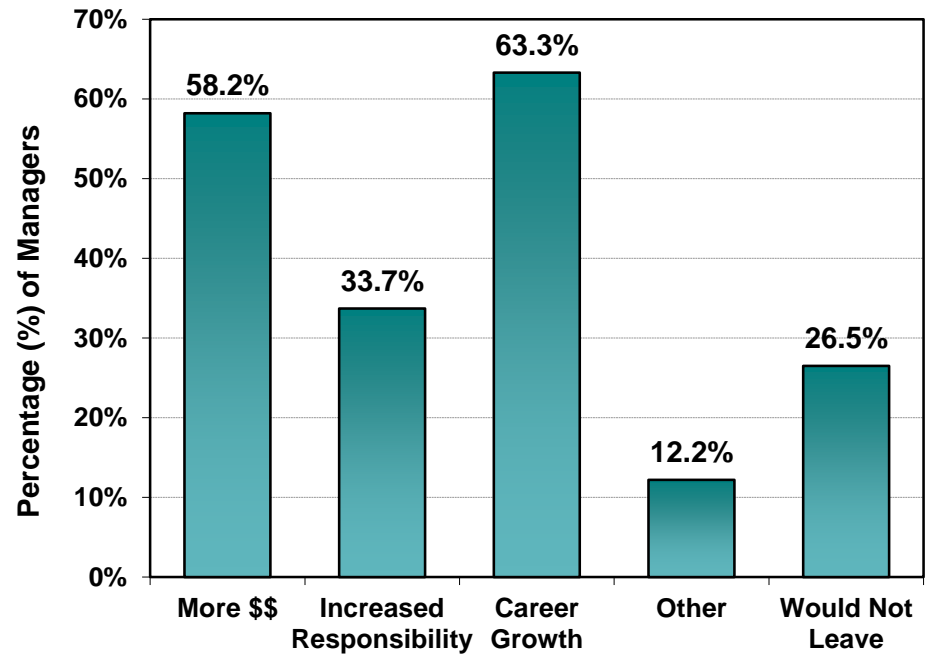
Managers: Responsibilities and the Future

85% say they plan to be in legal marketing/BD in two years

Where do you spend your time?



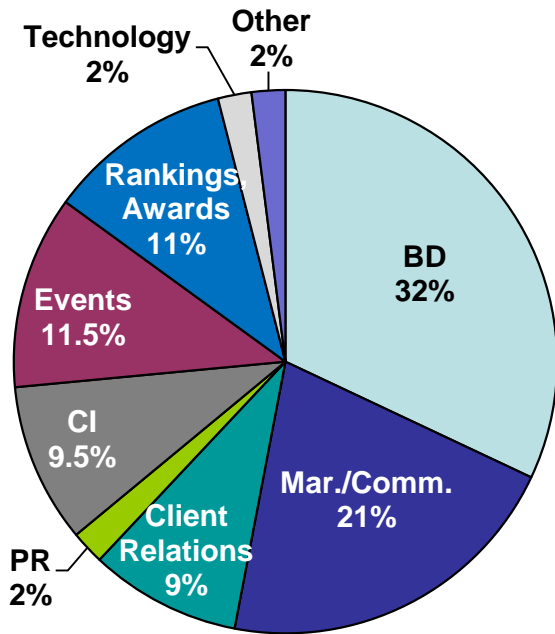
I would leave my current Firm for:



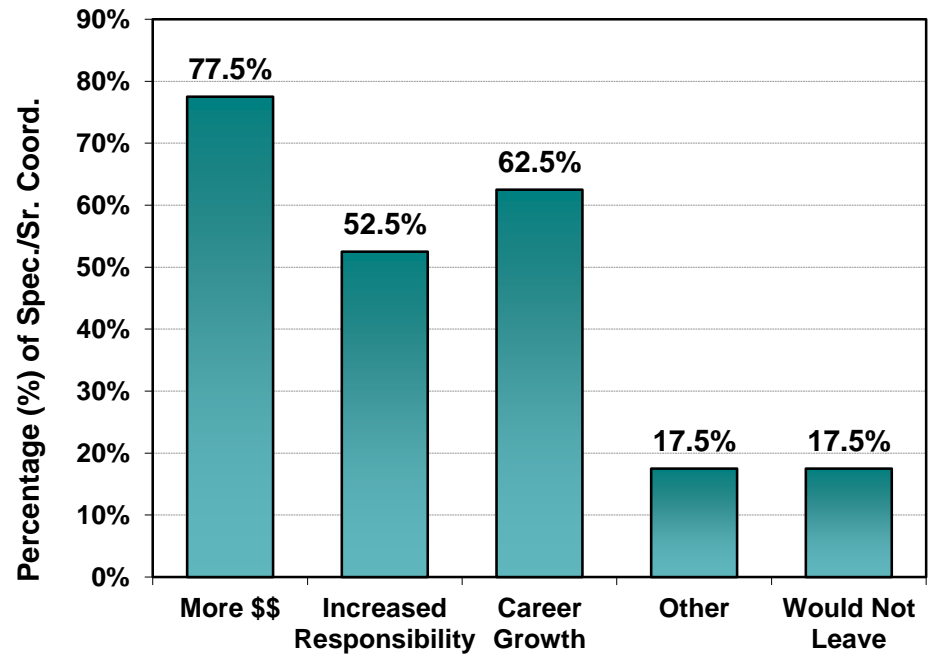
Specialists / Sr. Coordinators: Responsibilities and the Future

72.5% say they plan to be in legal marketing/BD in two years

Where do you spend your time?



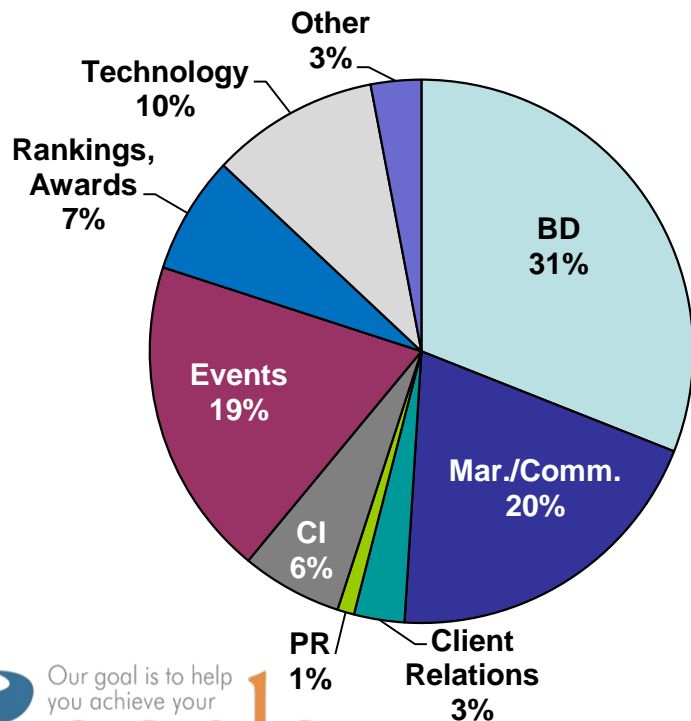
I would leave my current Firm for:



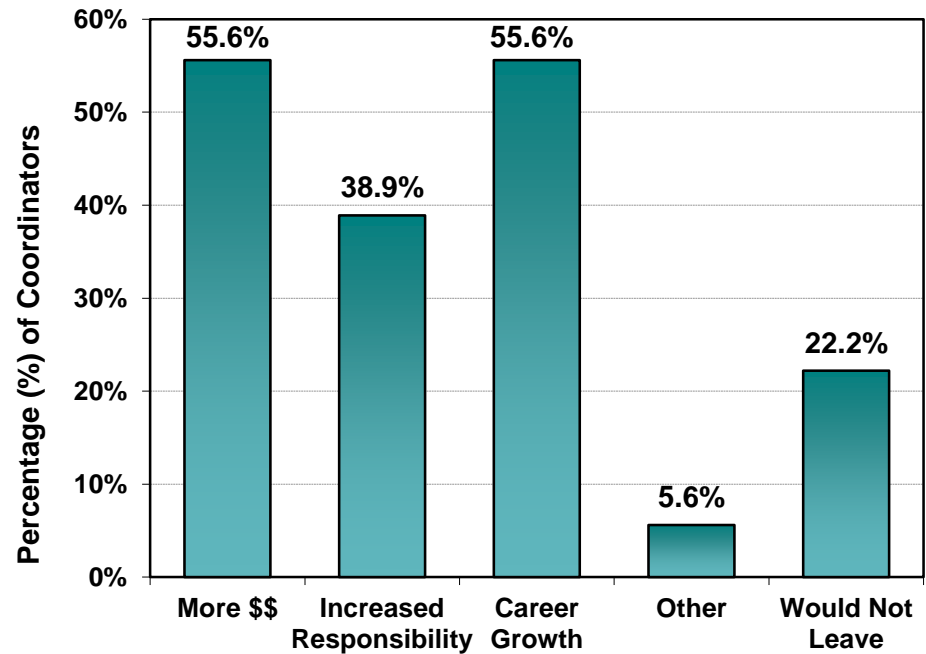
Coordinators: Responsibilities and the Future

67% say they plan to be in legal marketing/BD in two years

Where do you spend your time?



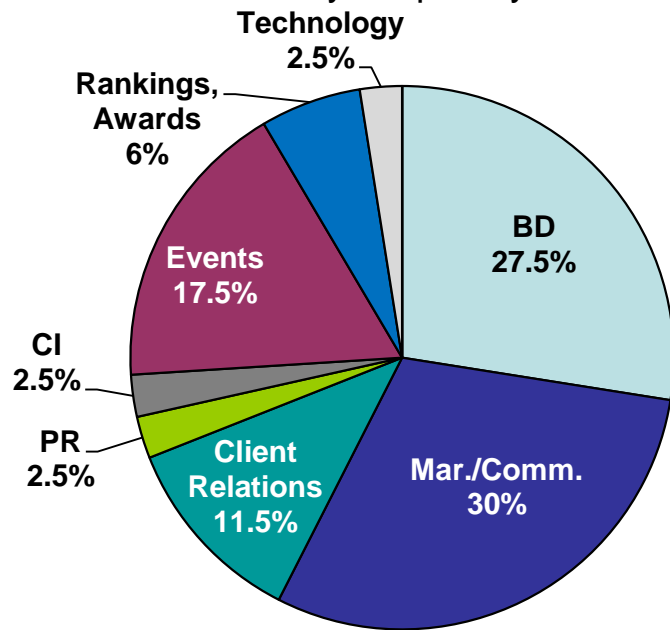
I would leave my current Firm for:



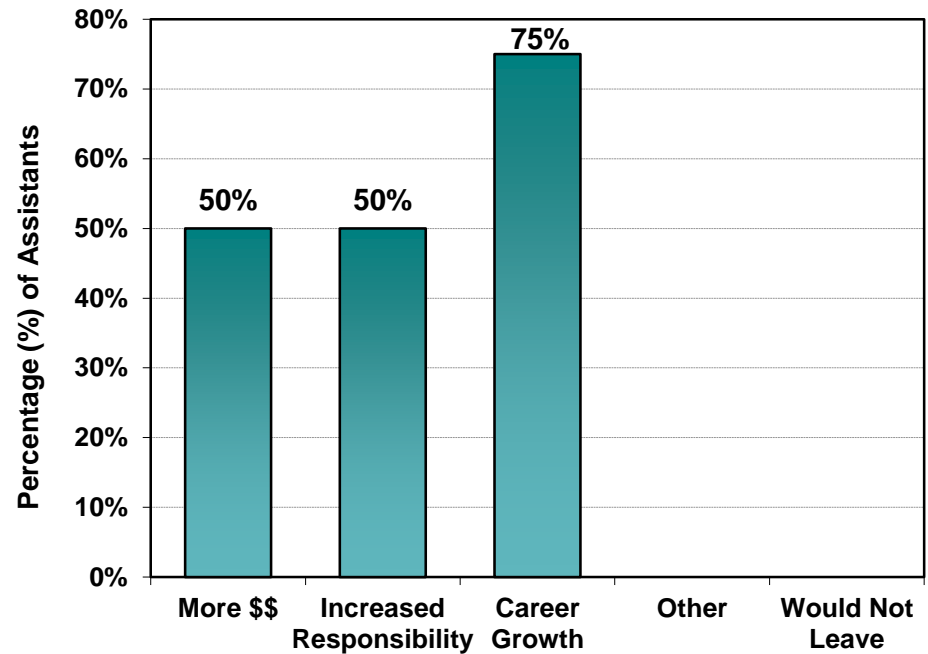
Assistants: Responsibilities and the Future

50% 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 2014

By Eva Wisnik

November 2014



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you achieve your

goals

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