



2020  
Pre-COVID  
Marketing/BD  
Industry Salary &  
Responsibility  
Findings  
*Part Two*



Our goal is to help you achieve your goals

Wisnik Career Enterprises, Inc.

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## Dear Friends of Wisnik,

We wanted to share the second part of the results found from our 2020 Wisnik Law Firm Marketing/BD Survey with you. This survey was administered in February and reflects a pre-COVID law firm marketplace.

This section, Part Two, examines salary and responsibility information. The previous section, Part One looked at industry trends including average tenures, educational levels, years of experience and department structure.

Thank you to the 400+ BD and Marketing professionals who took the time to complete the survey so we can be a source of industry information for you. We plan to do another survey in the fall so we can show you pre- and post-COVID data.

We hope that you find the enclosed 2020 Law Firm Marketing/BD Industry Trends information valuable. Stay safe and 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 24 years, she has worked with over 120 law firms, including 86 of the AmLaw 100. Eva has placed over 800 Recruiting and Marketing professionals into law firms nation-wide, and has conducted over 750 training programs for attorneys and law firm professionals on topics that include Well-Being, Business Development Skills, 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.

# Participant Response Breakdown

Total of 429 marketing professionals' salary and industry information by:



## Position

- Chief: 31
- Director: 97
- Senior Manager: 47
- Manager: 175
- Specialist/Analyst/  
Sr. Coordinator: 50
- Coordinator: 21
- Assistant: 8



## Location

- Chicago: 38
- DC: 79
- NY/NJ: 187
- Bay Area: 20
- \*Regional: 103  
(Atlanta, Boston, Denver,  
Detroit, LA Area, Philadelphia,  
Texas, etc.)



## Firm Size

- 1-250: 68
- 251-500: 47
- 501-750: 53
- 751-1,000: 62
- 1,001+: 153

# Wisnik Salary Findings



# All Respondents: February 2020 Pre-COVID Average Salaries, By Title

Title (# responses with salary data)	Average Salary	Median	25 - 75% Range	Average Bonus	Average Raise
Chief (31):	\$318,052	\$300,000	\$229k - \$398.7k	\$67,043	4.7%
Director (97):	\$227,339	\$228,750	\$189.8k - \$265k	\$31,007	6.1%
Sr. Manager (47):	\$180,544	\$180,000	\$160k - \$196k	\$13,995	4.6%
Manager (175):	\$151,897	\$145,000	\$125k - \$163k	\$11,368	5.8%
Specialist/Analyst Sr. Coord. (50):	\$93,001	\$90,000	\$85k - \$105k	\$6,291	7.0%
Coordinator (21):	\$68,605	\$65,000	\$61.0k - \$72.3k	\$2,536	4.1%
Assistant (8):	\$54,714	\$52,500	\$50.3k - \$58.0k	\$1,536	2.8%

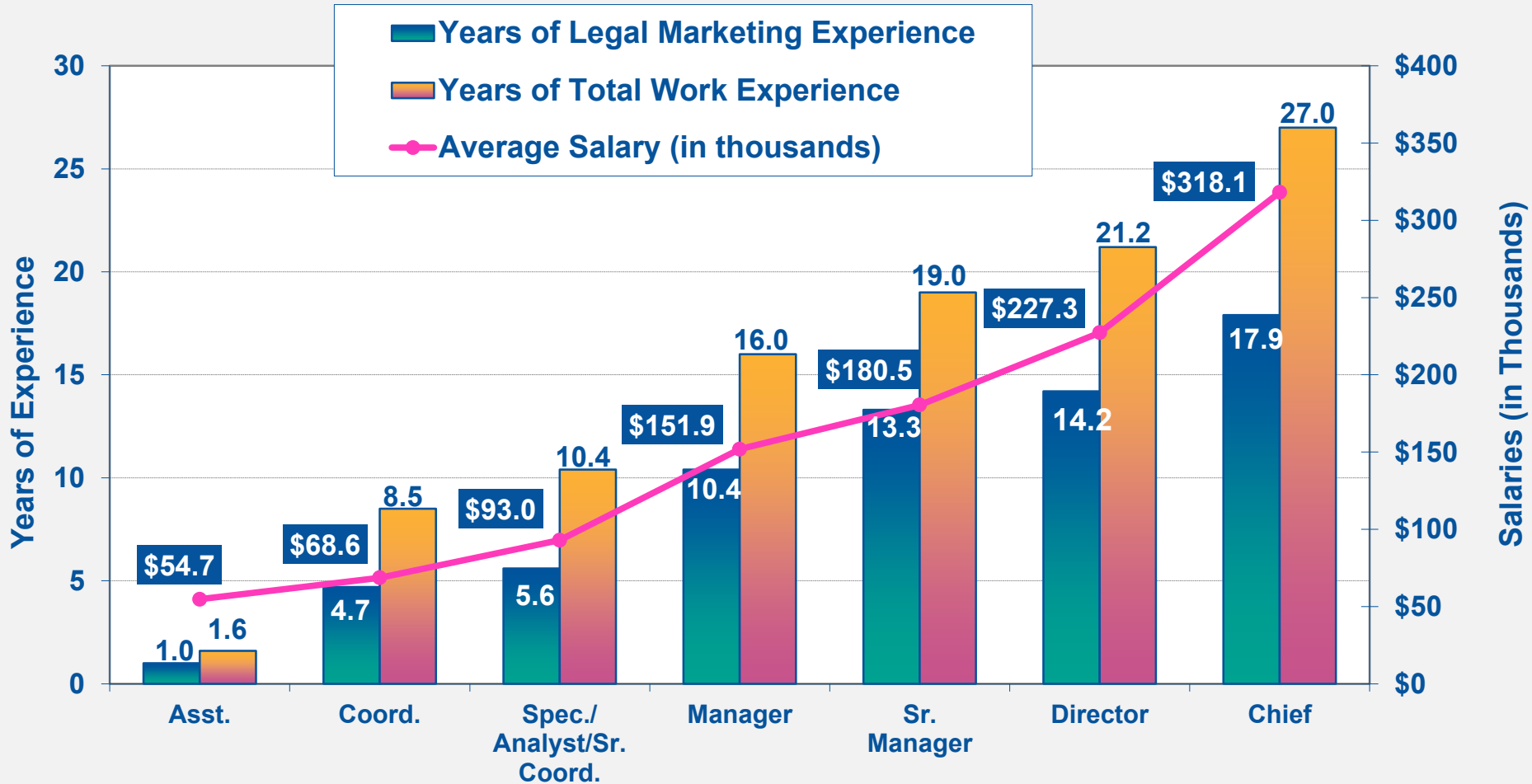
Chiefs at firms under 250 attorneys made an average of \$260,438. Chiefs at firms of more than 500 attorneys made an average of \$410,675.



# Average Salaries by City: NY/NJ, Regional, Bay Area, DC, Chicago

Title (# responses with salary data)	NY/NJ	DC	Bay Area	Chicago	Regional
Chief (31):	\$375,000	\$346,500	-	\$327,667	\$253,571
Director (97):	\$246,297	\$216,371	\$254,375	\$214,600	\$197,564
Sr. Manager (47):	\$190,643	\$187,500	\$191,000	\$178,550	\$157,538
Manager (175):	\$173,623	\$141,731	\$156,650	\$125,538	\$131,794
Specialist/Analyst Sr. Coord. (50):	\$96,653	\$81,882	-	\$98,333	\$96,750
Coordinator (21):	\$70,333	\$68,063	-	\$66,000	\$60,000
Assistant (8):	\$57,730	\$47,175	-	-	-

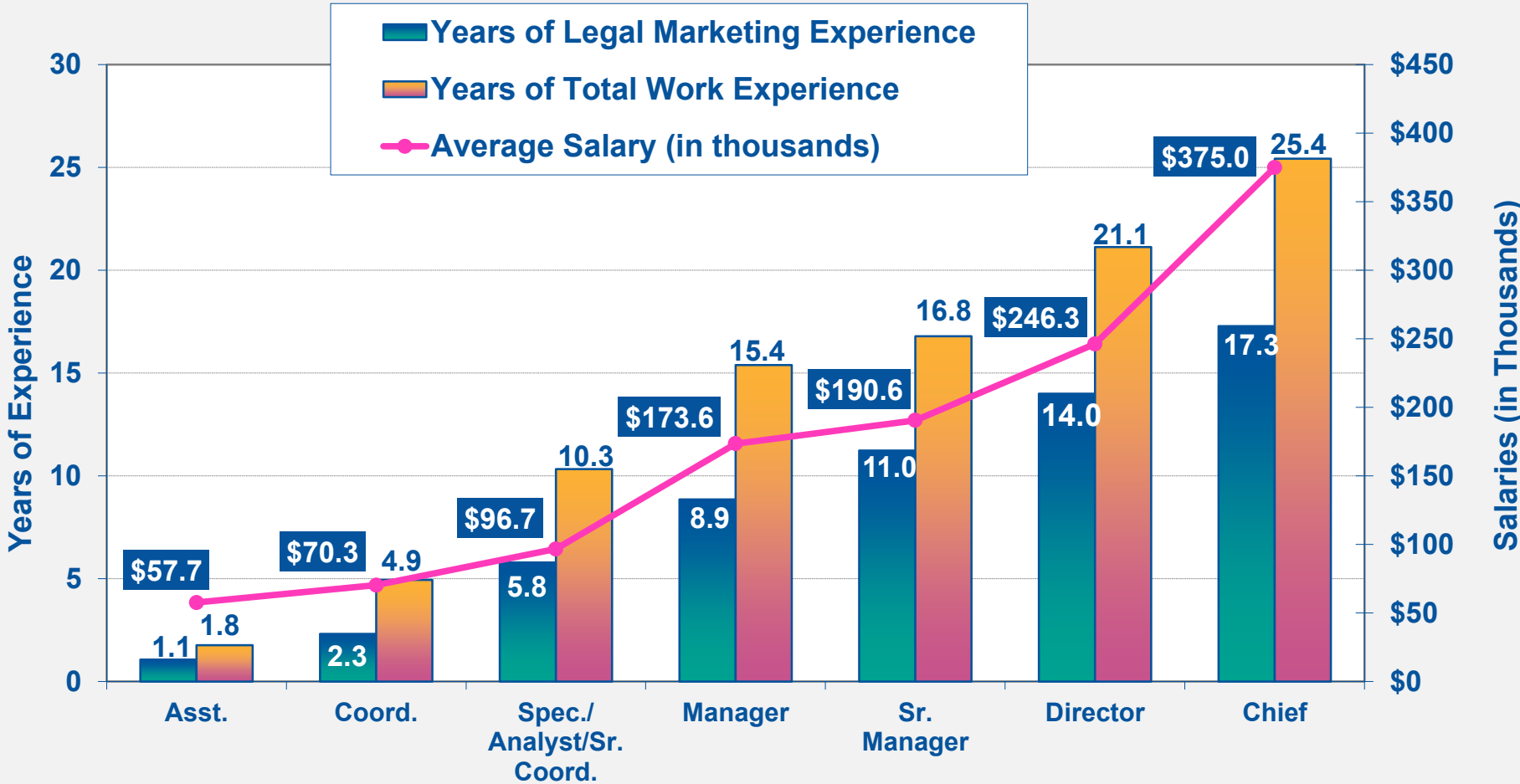
# Average Salary vs. Average Years of Experience



The biggest salary increase from 2018-2020 was seen by Managers, up \$13k from \$138.9k in 2018.



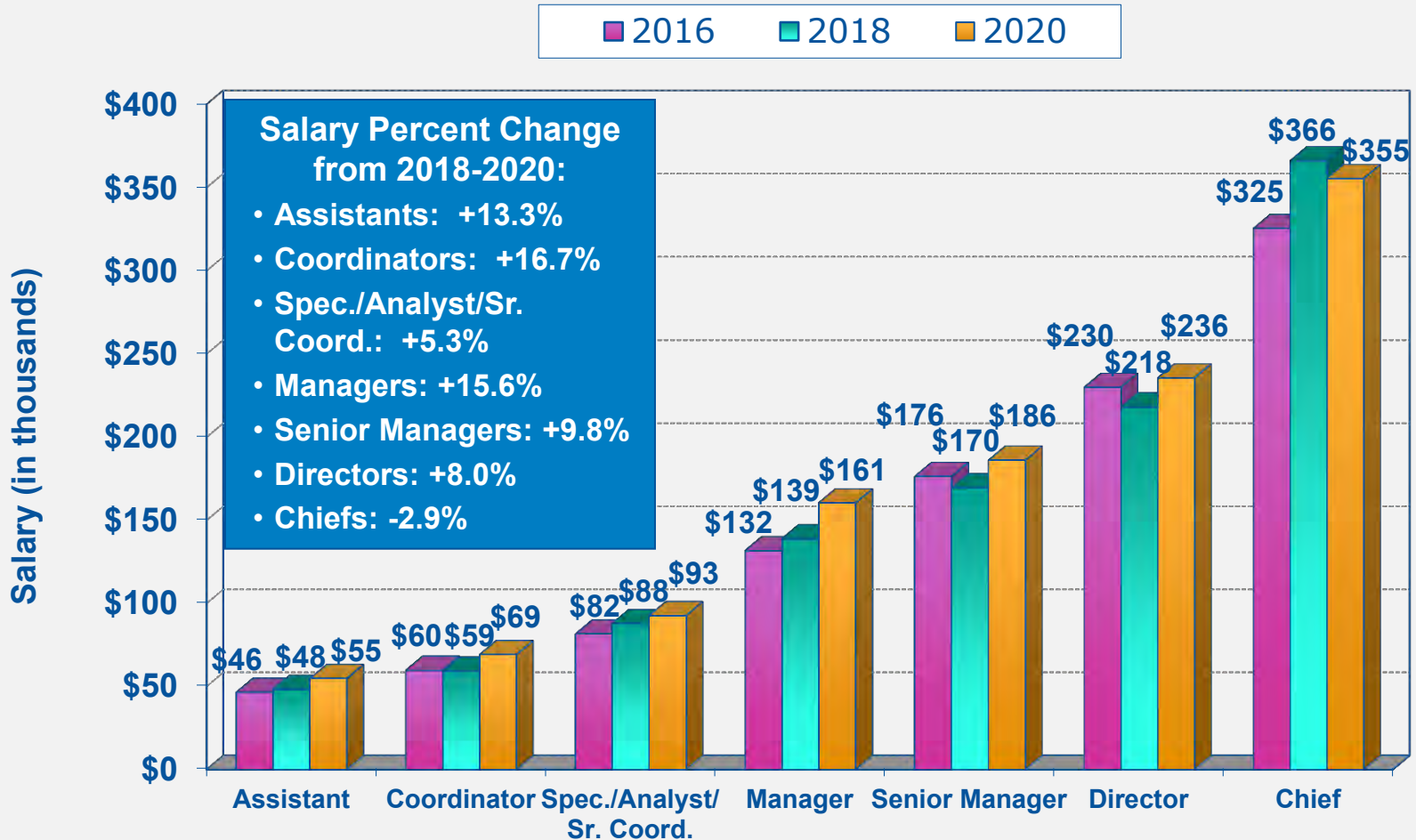
# Average Salary vs. Average Years of Experience: NY/NJ



Coordinators in NY/NJ had fewer years of experience than the national average – 2.3 years vs. 4.7, reflecting a tight market for talent in NY/NJ early 2020.

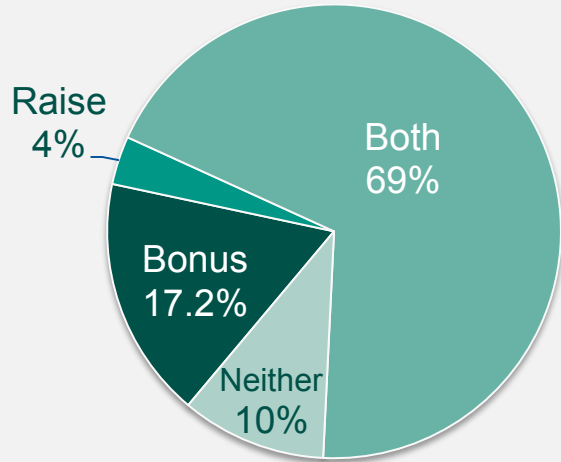


# Mar/BD Professionals (NY, DC, Chicago): Average Salary Comparisons, 2016 - 2020

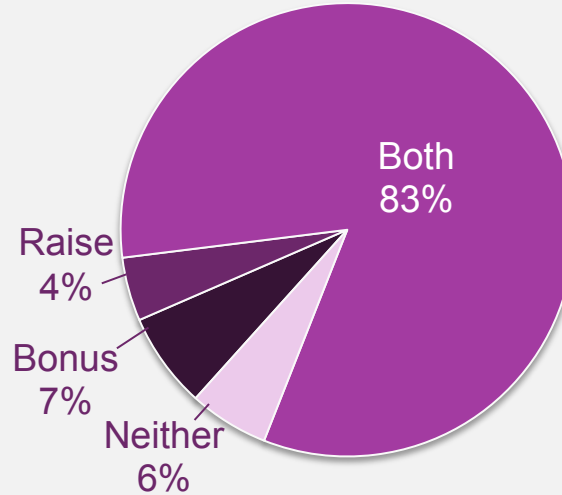


# Did You Get a Bonus or a Raise?

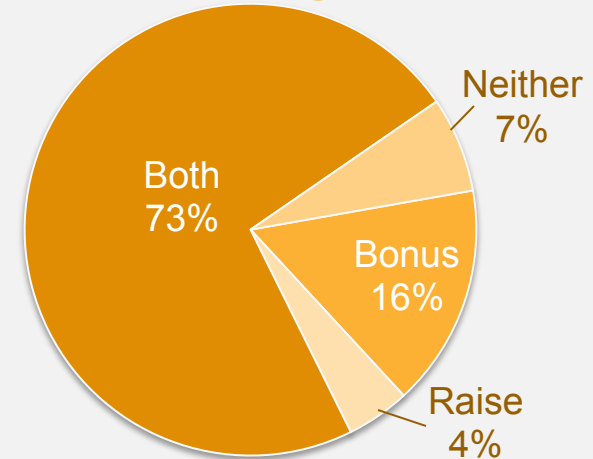
## Chief



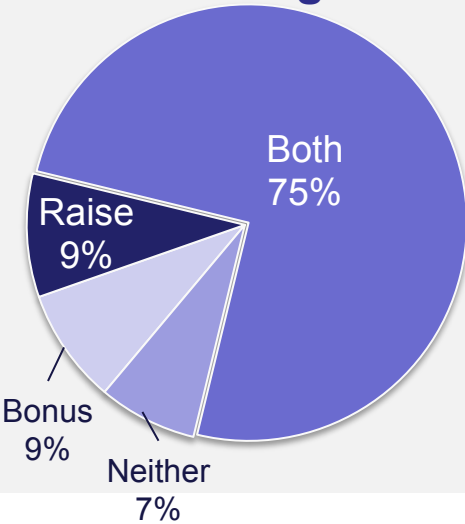
## Director



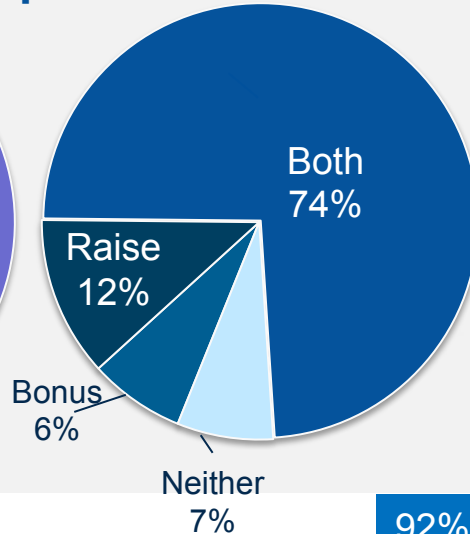
## Sr. Manager



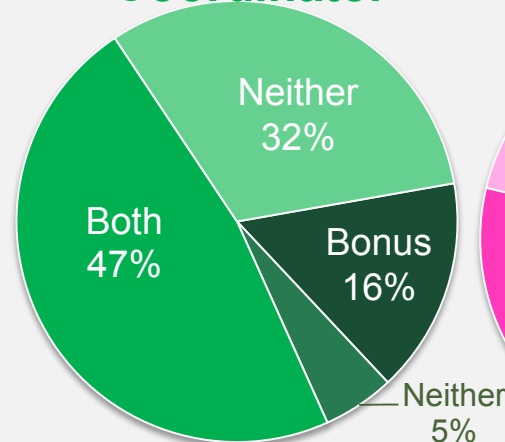
## Manager



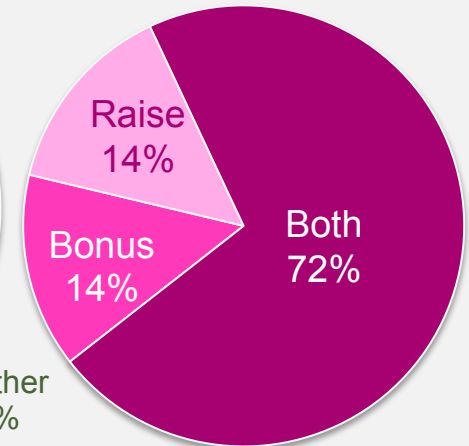
## Specialist/Sr. Coordinator



## Coordinator



## Assistant



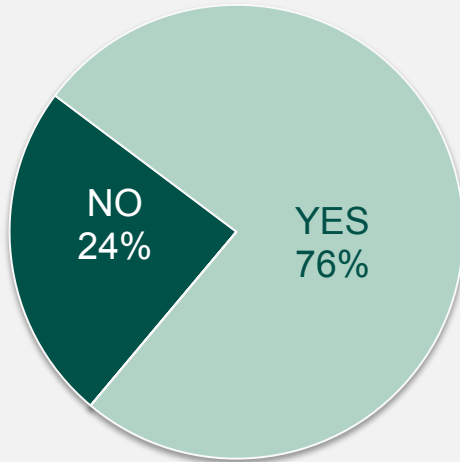
92% of all respondents got a bonus and/or a raise last year.  
74.6% got both.



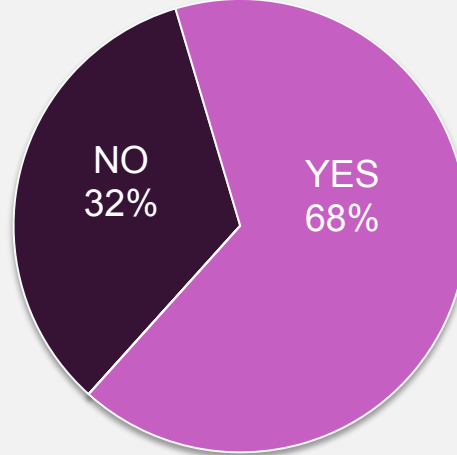
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# Are You Satisfied with Your Compensation?

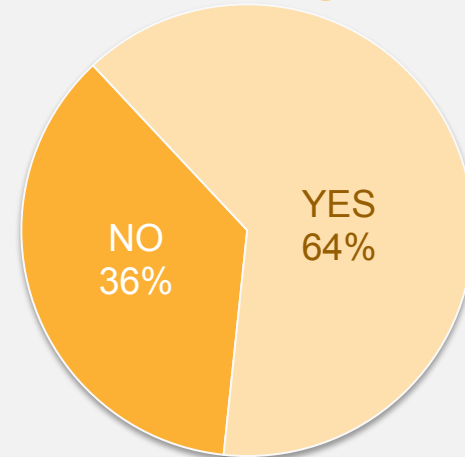
## Chief



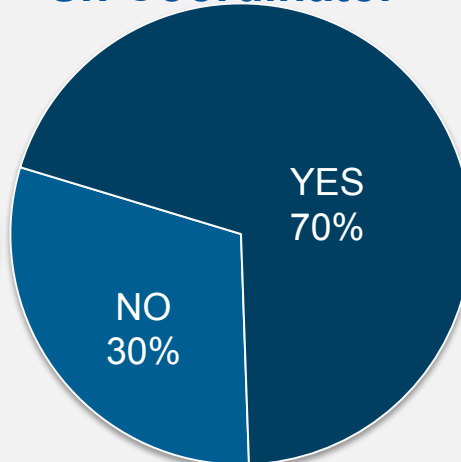
## Director



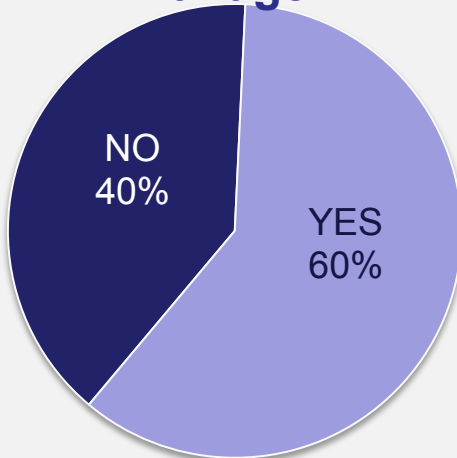
## Sr. Manager



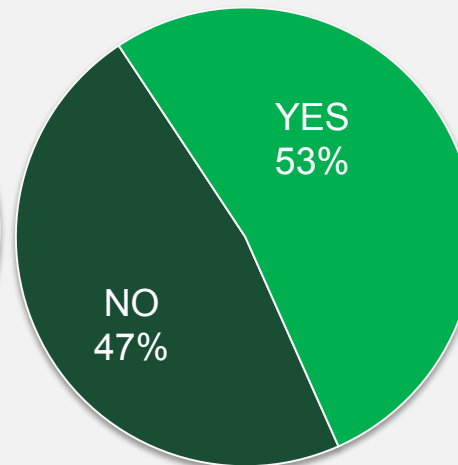
## Specialist/ Sr. Coordinator



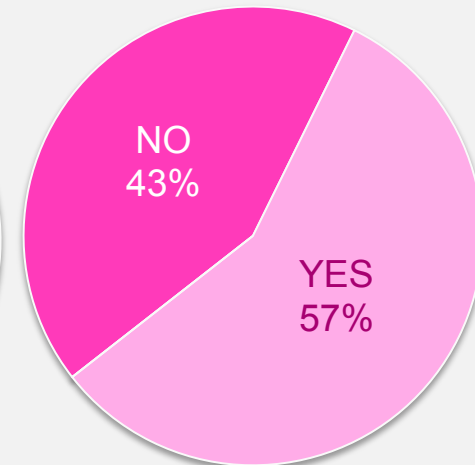
## Manager



## Coordinator

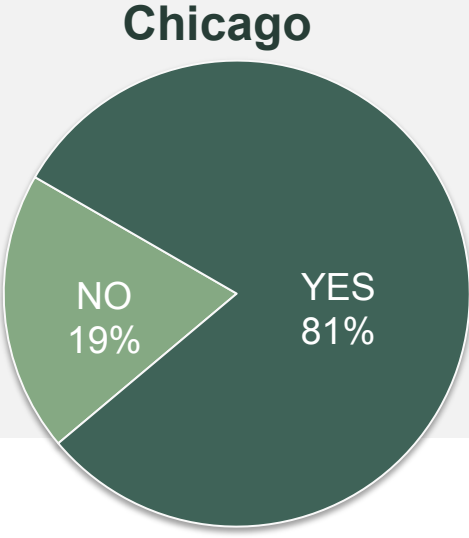
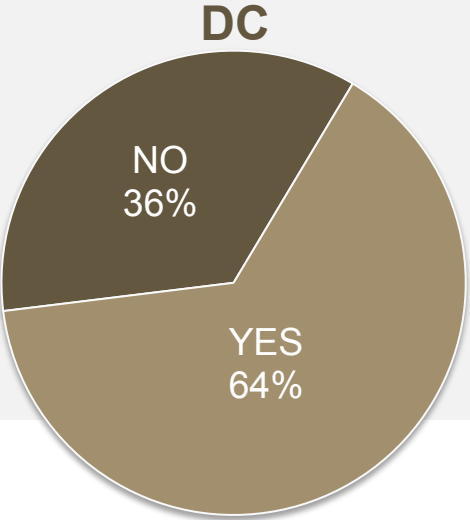
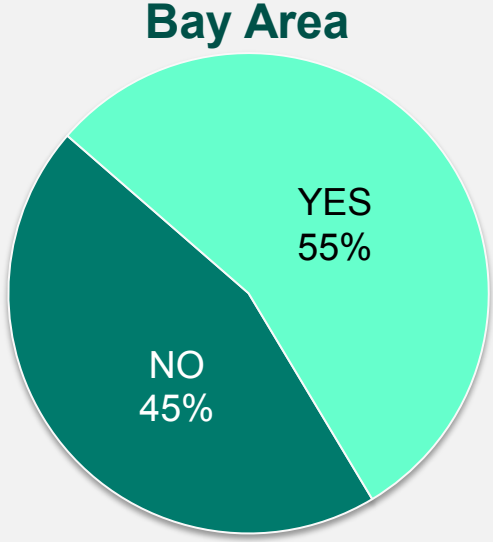
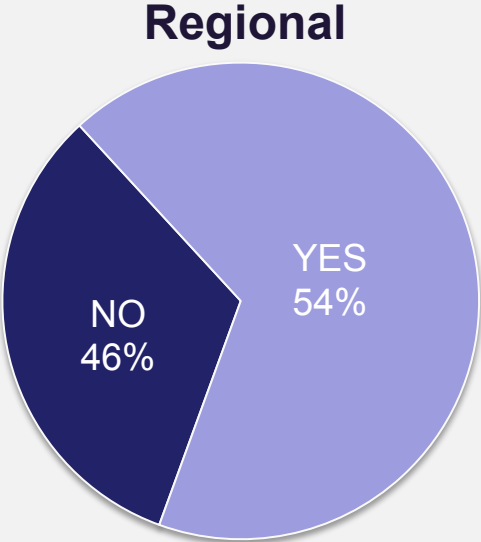
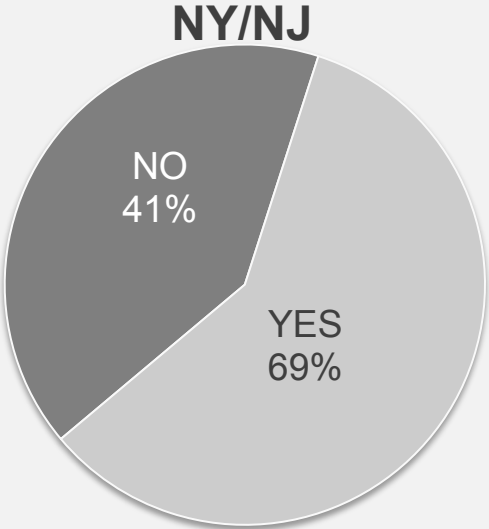


## Assistant



64% of respondents were satisfied with their salary, the same percentage as in 2018.

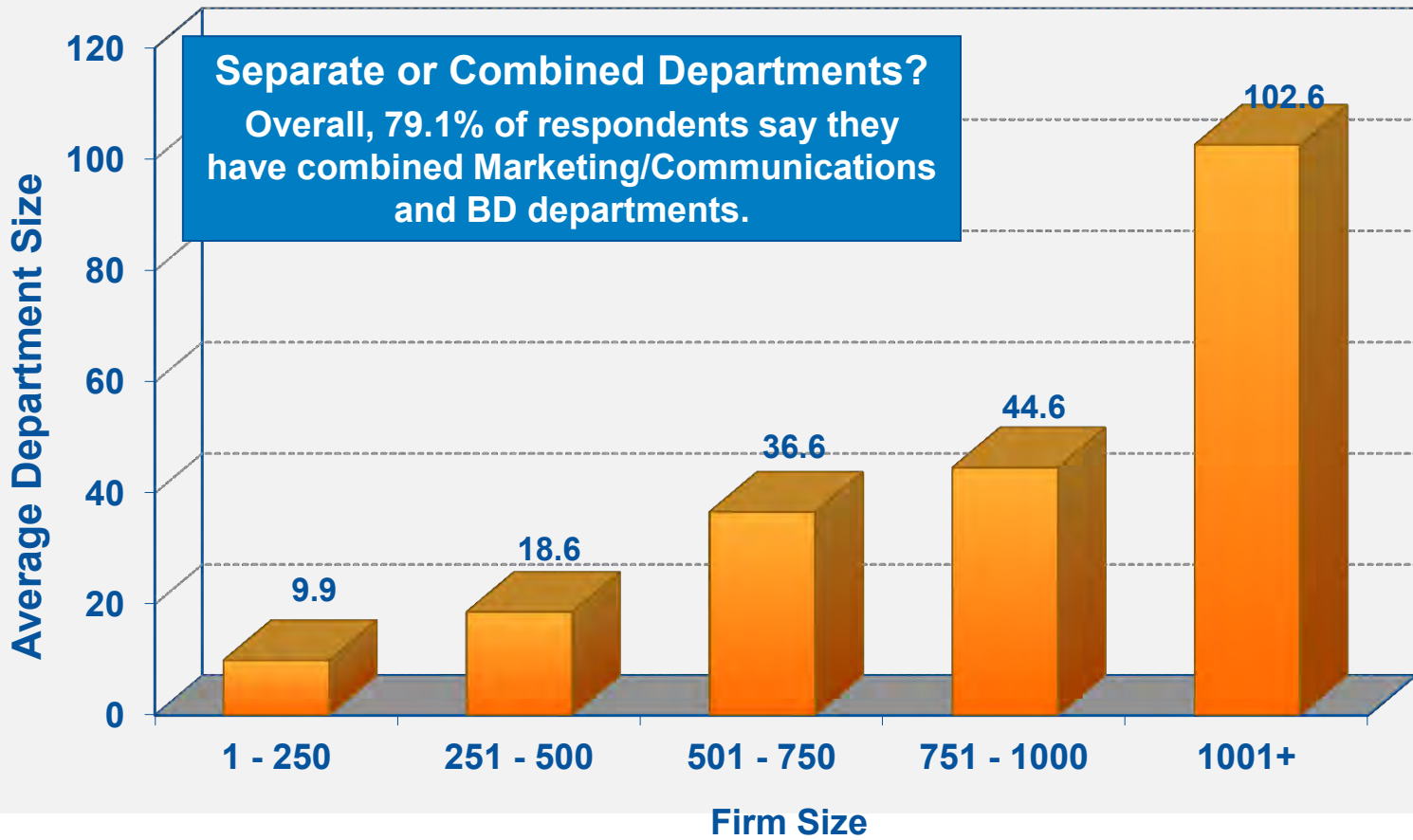
# By City: Are You Satisfied with Your Compensation?



# Industry Findings: Firm Structure & Staffing



# Size of Firm vs. Size of Firmwide Marketing Dept.



# Addendum III: Responsibilities of a Marketing/BD Professional

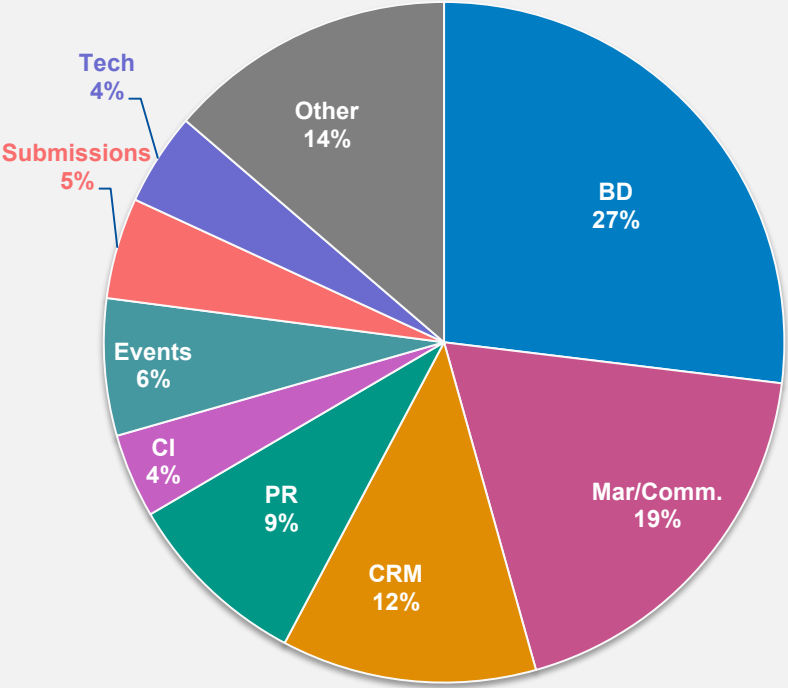




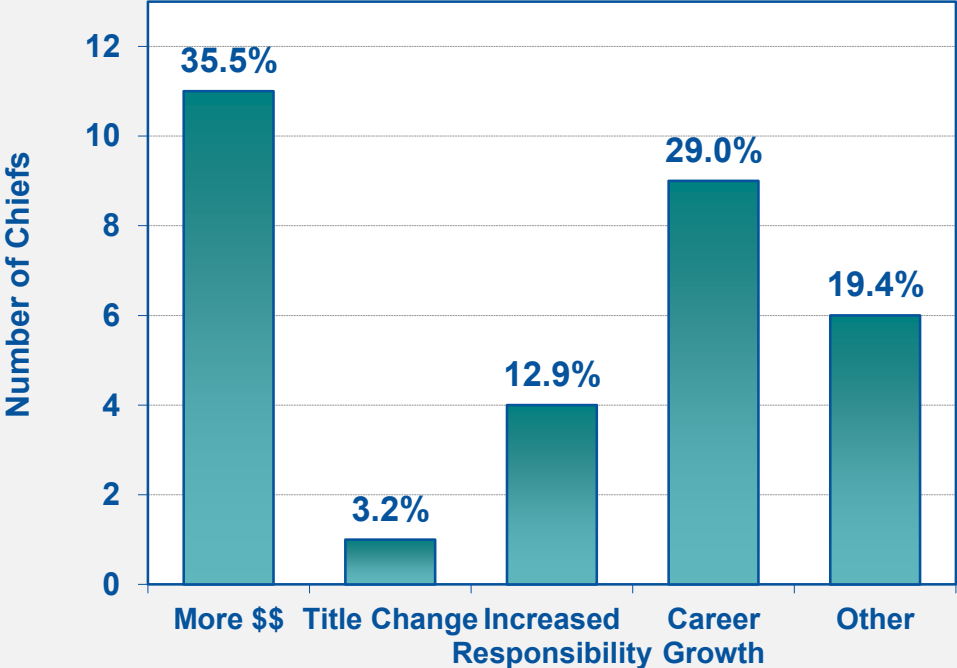
# Chiefs: Responsibilities and the Future

**89.7% say they plan to be in legal Marketing/BD in two years**

## Where do you spend your time?



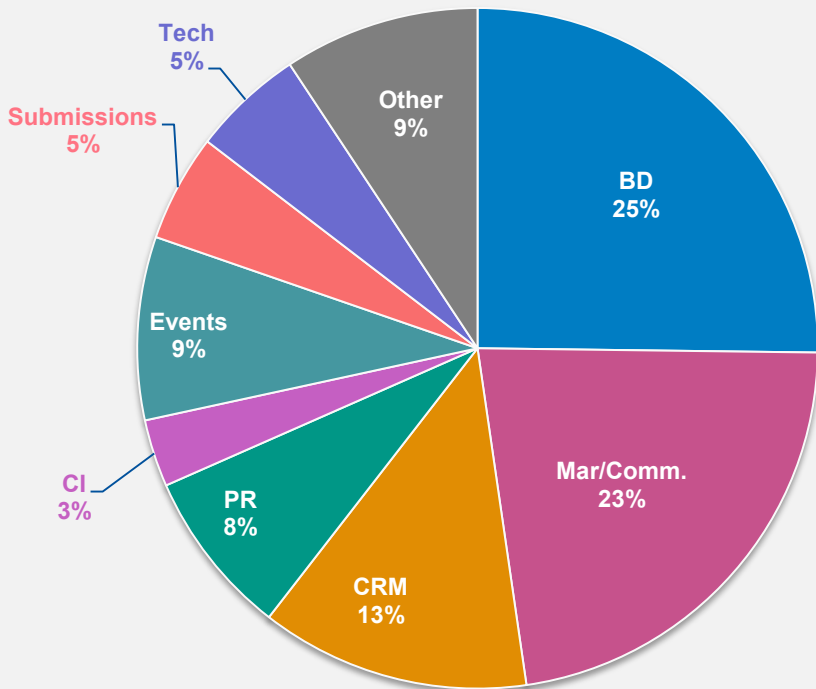
## An important career driver for me is:



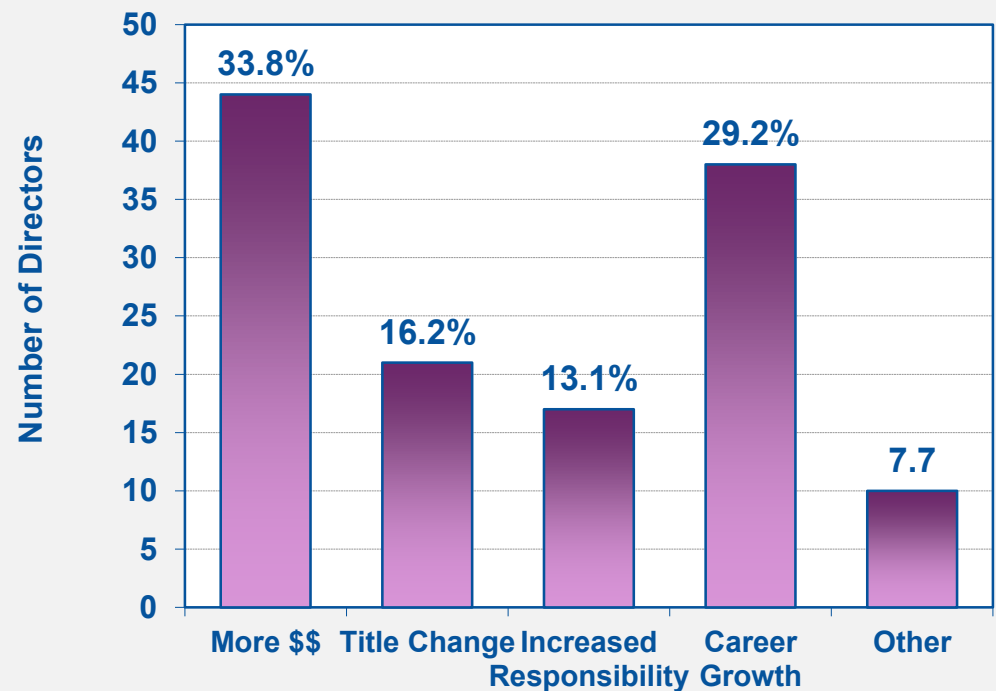
# Directors: Responsibilities and the Future

*88.5% say they plan to be in legal Marketing/BD in two years*

## Where do you spend your time?



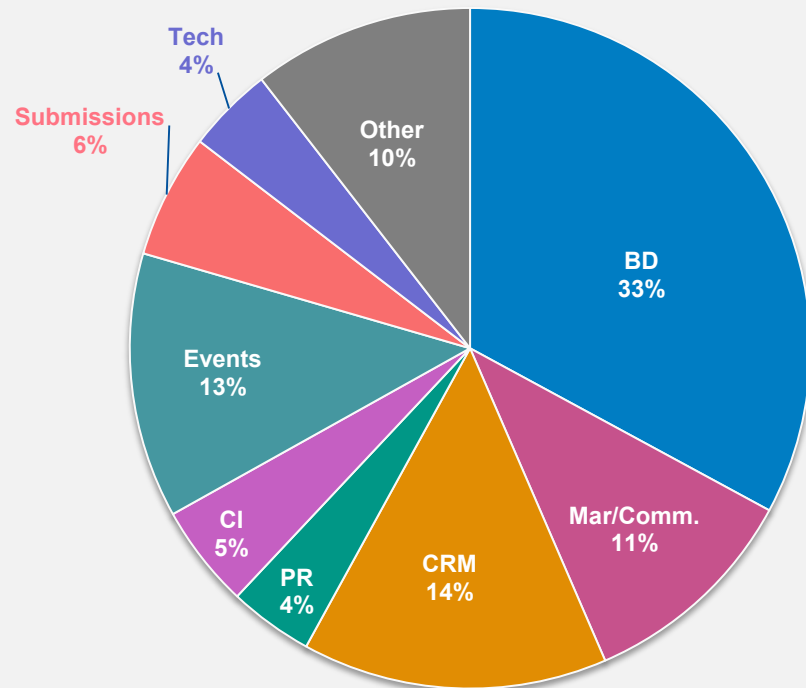
## An important career driver for me is:



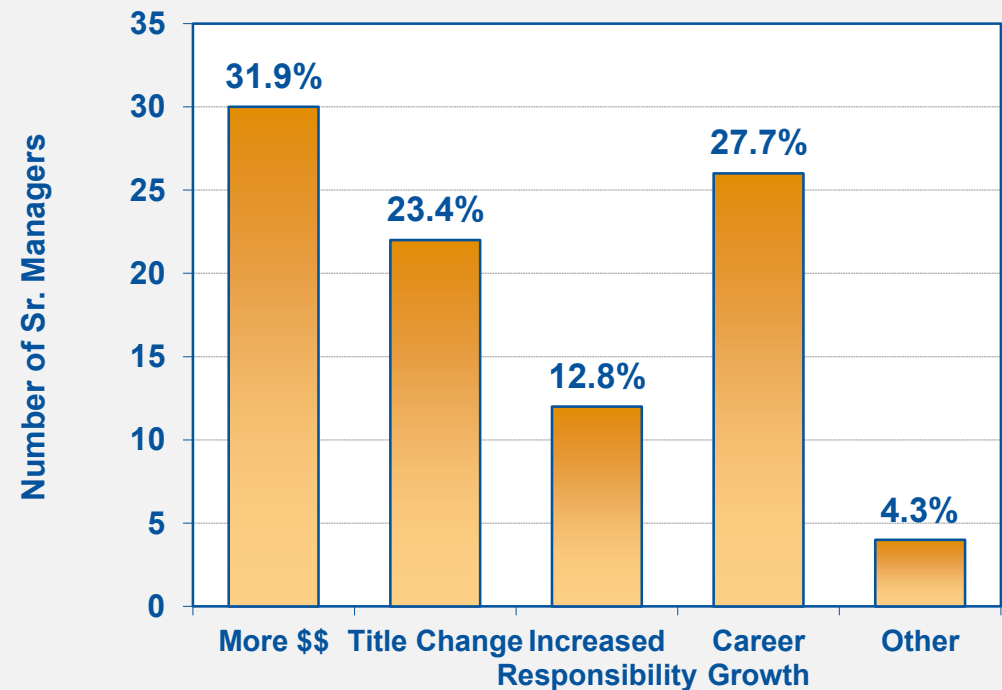
# Sr. Managers: Responsibilities and the Future

**88.6% say they plan to be in legal Marketing/BD in two years**

## Where do you spend your time?



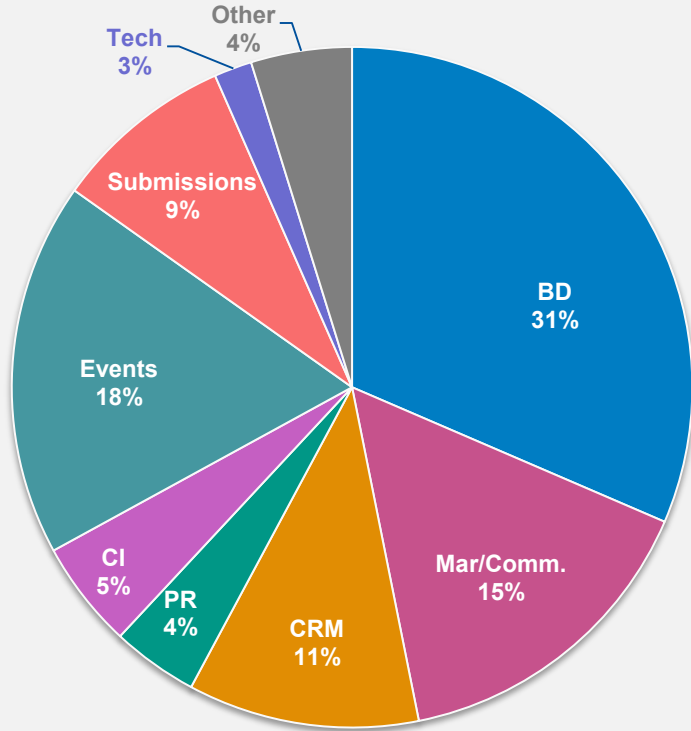
## An important career driver for me is:



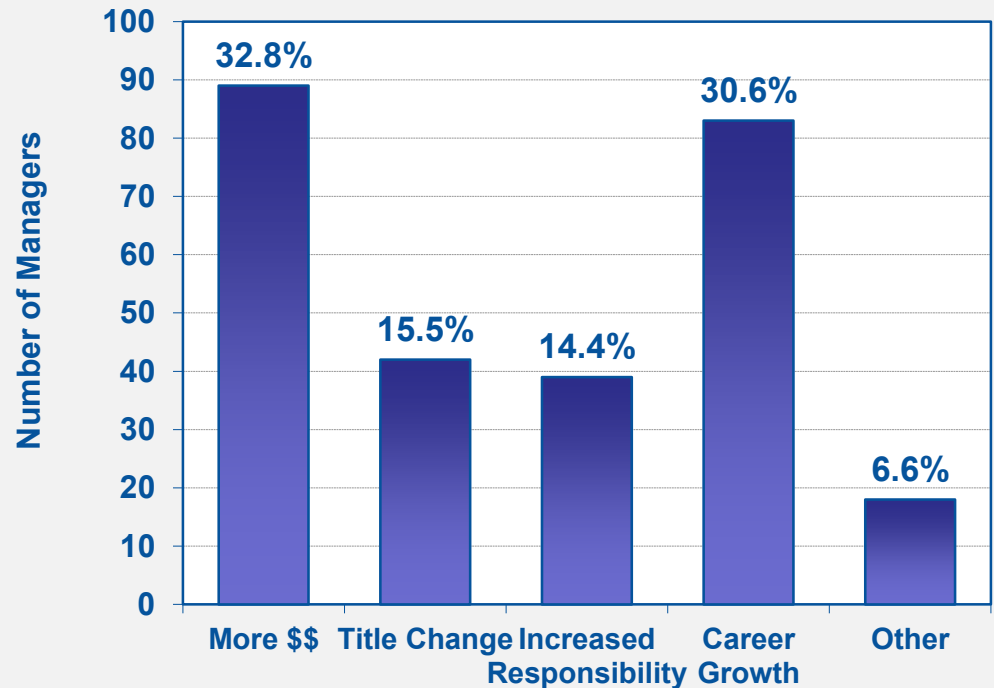
# Managers: Responsibilities and the Future

**88.2% say they plan to be in legal Marketing/BD in two years**

## Where do you spend your time?



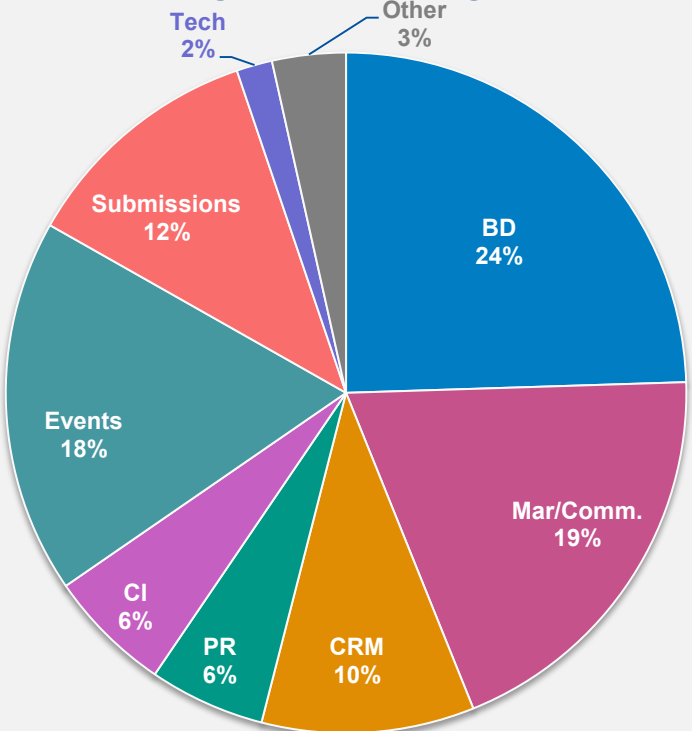
## An important career driver for me is:



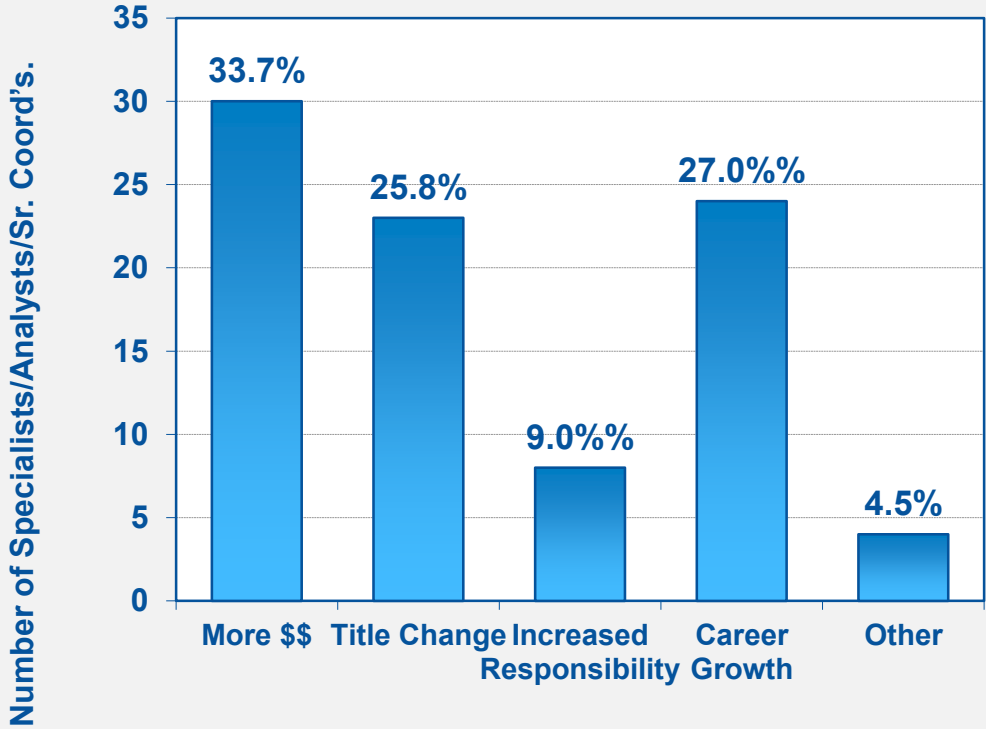
# Specialists/Analysts/Sr. Coord: Responsibilities and the Future

**79.1% say they plan to be in legal Marketing/BD in two years**

## Where do you spend your time?



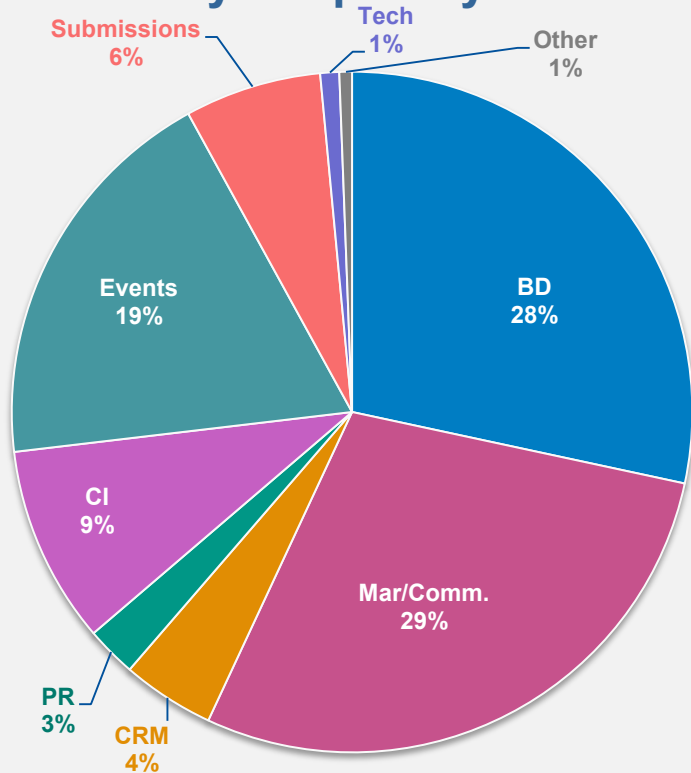
## An important career driver for me is:



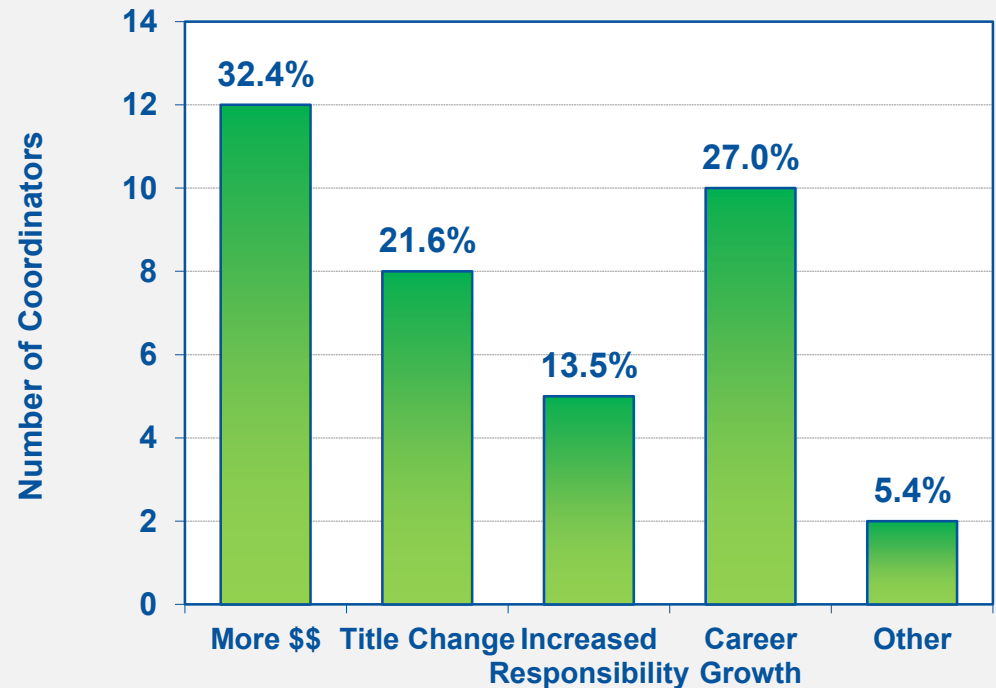
# Coordinators: Responsibilities and the Future

**84.2% say they plan to be in legal Marketing/BD in two years**

## Where do you spend your time?



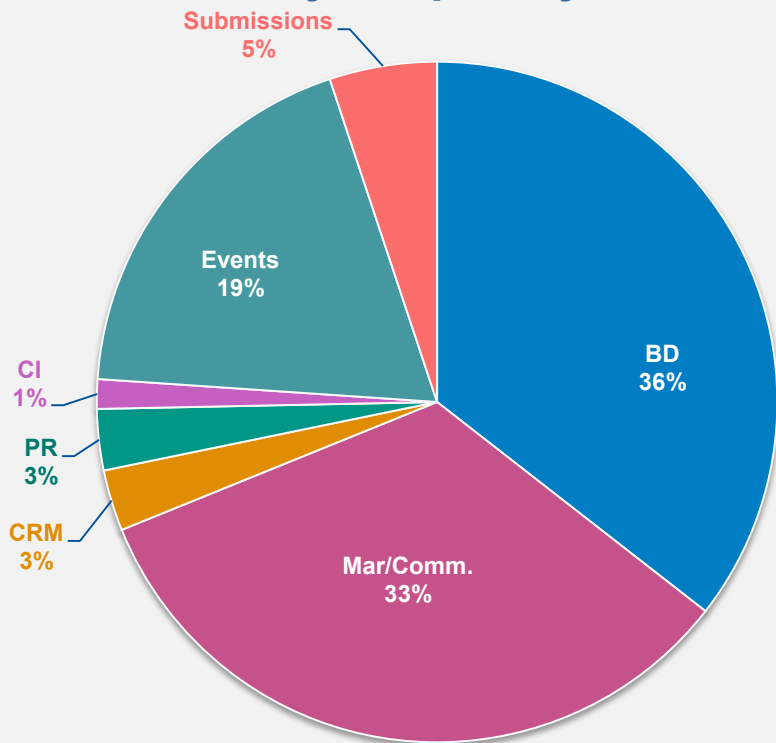
## An important career driver for me is:



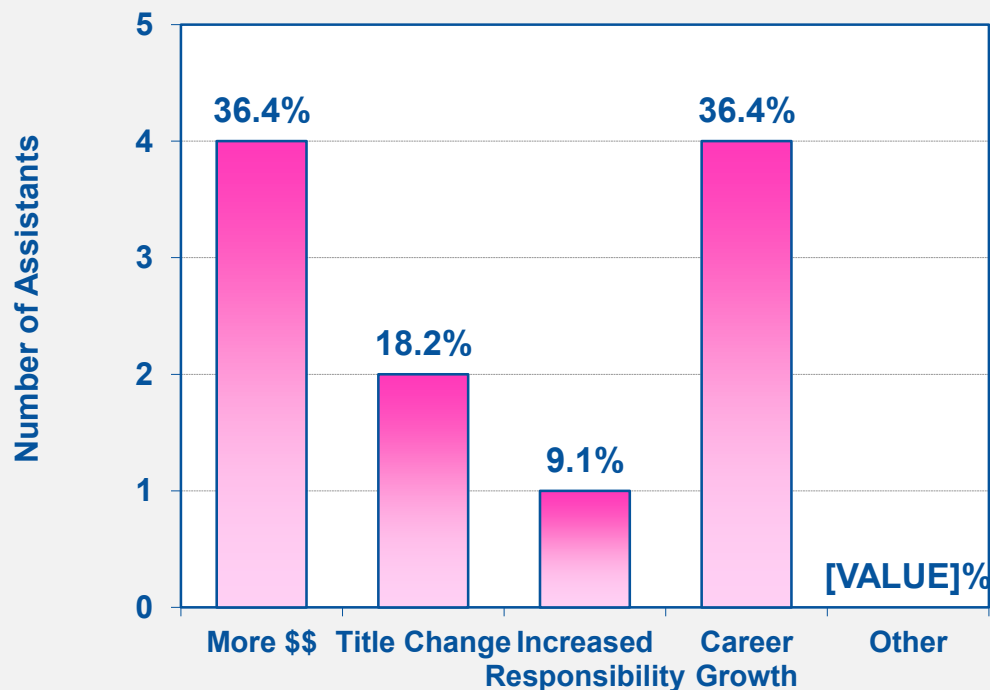
# Assistants: Responsibilities and the Future


*42.9% say they plan to be in legal Marketing/BD in two years*

## Where do you spend your time?



## An important career driver for me is:





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