



# 2022 Law Firm Marketing/ BD Survey



**Wisnik Career Enterprises, Inc.**  
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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 wanted to share the current findings from the 2022 Wisnik Law Firm Marketing/BD Survey with you in this Wisnik Industry Snapshot. This is our 12<sup>th</sup> BD/Marketing survey since 2006. 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 March 2022. The results that follow were generated from 312 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 BD 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 seen a continued increase in new law firm Marketing/BD positions this year and are hopeful that new opportunities will continue to grow. 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 26 years, she has worked with over 120 law firms, including 86 of the Am Law 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*.

# All Respondents: Summary of Interesting Survey Results

**7.8 years** Chief average tenure,  
up from 7.5 in 2020

**8.2 years** Director average tenure,  
up from 6.0 in 2020

**96.8%** Received either a bonus,  
raise or both last year

**76.7%** Have been in Marketing/BD  
for 8 or more years

**28.7%**

promoted  
with a title  
change in  
the last 2  
years

# Participant Response Breakdown

Total of 312 marketing professionals' salary and industry information by:



## Position\*

- Chief: 27
- Director: 99
- Senior Manager: 62
- Manager: 89
- Specialist/Analyst/  
Sr. Coordinator: 26
- Coordinator: 9



## Location

- Bay Area: 19
- Chicago: 25
- DC: 62
- NY Metro: 117
- Regional: 89  
(Atlanta, Boston, LA Area,  
Philadelphia, Texas, etc.)



## Firm Size\*

- 1-250: 55
- 251-500: 46
- 501-750: 31
- 751-1,000: 54
- 1,001+: 90

# Wisnik Salary Findings



# All Respondents: 2022 Average US Salaries, By Title

Includes Bay Area, Chicago, DC, NY Metro, and Regional Markets (Atlanta, Boston, LA, Philadelphia, Texas)

Title (# responses with salary data)	Average Salary	Median	25 - 75% Range	Average Bonus	Average Raise
Chief (27):	\$310,080	\$325,000	\$232.0k - \$375.0k	\$46,167	7.5%
Director (99):	\$216,478	\$218,000	\$177.5k - \$250.0k	\$24,280	6.2%
Sr. Manager (62):	\$191,809	\$191,988	\$170.0k - \$211.0k	\$16,605	6.2%
Manager (89):	\$143,733	\$145,000	\$125.3k - \$161.8k	\$9,110	5.0%
Specialist/Analyst Sr. Coord. (26):	\$94,814	\$90,000	\$80.0k - \$110.0k	\$5,073	10.0%
Coordinator (9):	\$71,857	\$66,000	\$65.0k - \$80.0k	\$2,417	4.7%

# Bay Area: 2022 Average Salaries, By Title

Title (# responses with salary data)	Average Salary	Median	25 - 75% Range	Average Bonus	Average Raise
Director (6):	\$204,167	\$212,500	\$125.0k - \$262.5k	\$29,950	11.3%
Sr. Manager (4):	\$206,250	\$215,000	\$201.3k - \$220.0k	\$18,169	5.0%
Manager (6):	\$157,682	\$172,000	\$140.0k - \$180.0k	\$11,563	3.7%

\*insufficient data for Coordinators, Specialists, & Chiefs



# Chicago: 2022 Average Salaries, By Title

Title (# responses with salary data)	Average Salary	Median	25 - 75% Range	Average Bonus	Average Raise
Director (5):	\$178,333	\$185,000	\$170.0k - \$190.0k	\$19,125	5.0%
Sr. Manager (9):	\$173,044	\$178,500	\$157.3k - \$195.0k	\$14,786	5.4%
Manager (9):	\$134,211	\$140,400	\$120.0k - \$150.0k	\$7,344	3.8%

\*insufficient data for Coordinators, Specialists, & Chiefs

# DC: 2022 Average Salaries, By Title

Title (# responses with salary data)	Average Salary	Median	25 - 75% Range	Average Bonus	Average Raise
Chief (5):	\$336,667	\$325,000	\$302.5k - \$365.0k	\$40,833	8.2%
Director (25):	\$222,650	\$219,000	\$197.5k - \$246.3k	\$21,623	6.8%
Sr. Manager (16):	\$183,529	\$185,000	\$166.3k - \$199.4k	\$15,392	5.2%
Manager (8):	\$139,625	\$141,500	\$132.8k - \$152.5k	\$4,608	3.5%
Specialist/Analyst Sr. Coord. (6):	\$98,583	\$97,500	\$81.3k - \$112.3k	\$3,750	4.0%

\*insufficient data for Coordinators

# NY Metro: 2022 Average Salaries, By Title

Title (# responses with salary data)	Average Salary	Median	25 - 75% Range	Average Bonus	Average Raise
Chief (7):	\$364,286	\$325,000	\$322.5k - \$375.0k	\$63,286	6.7%
Director (38):	\$236,074	\$235,000	\$197.8k - \$272.5k	\$30,057	6.3%
Sr. Manager (25):	\$207,743	\$198,000	\$186.0k - \$225.0k	\$19,119	6.9%
Manager (32):	\$161,036	\$161,000	\$139.5k - \$177.3k	\$12,523	4.5%
Specialist/Analyst Sr. Coord. (9):	\$104,125	\$105,000	\$93.8k - \$111.8k	\$9,200	13.7%
Coordinator (6):	\$70,500	\$67,500	\$63.0k - \$75.0k	\$2,400	5.0%

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

Title (# responses with salary data)	Bay Area	Chicago	DC	NY/NJ	Regional
Chief (27):	-	-	\$336,667	\$364,286	\$268,571
Director (99):	\$206,250	\$178,333	\$222,650	\$236,074	\$186,410
Sr. Manager (62):	\$190,643	\$173,044	\$183,529	\$207,743	\$169,211
Manager (89):	\$157,682	\$134,211	\$139,625	\$161,036	\$128,057
Specialist/Analyst Sr. Coord. (26):	-	-	\$98,583	\$104,125	\$77,714
Coordinator (9):	-	-	-	\$70,500	-



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Our goal is to help you achieve your goals

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