



# 2023 BALRA Industry 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 2023 Wisnik BALRA Industry Survey with you. The following information is based on a survey sent to all levels of legal Recruiting and PD professionals at top law firms in the Bay Area. The results that follow were generated from 67 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 Recruiting manager, we would confidently quote them the numbers in this report. We have found that the new jobs we have received in the past year fall into these ranges.

We hope that you find the enclosed information valuable. Your responses to this Wisnik BALRA Industry 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 27 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 How to Thrive as a New Attorney, Interviewer Training, and Time Management. In addition, **Wisnik Career Enterprises, Inc.** has conducted over 60 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 the author of *Your Fairy Job Mother's Secrets for Success* and is a certified Health Coach.

# Participant Response Breakdown

Total of 67 Recruiting and PD professionals' salary and industry information by:



## Position\*

- Director: 7
- Senior Manager: 9
- Manager: 26
- Specialist/Sr. Coordinator: 9
- Coordinator: 14
- Assistant: 2\*\*



## Firm Size

- 1-250: 7
- 251-500: 3\*\*
- 501-750: 6
- 751-1000: 9
- 1001-1300: 16
- 1301+: 24



## Office Size

- 1-75: 24
- 76-125: 5 14
- 126-175: 12
- 176-225: 5
- 226-300: 7
- 301-350: 3\*\*
- 351-400: 0\*\*
- 401-500: 1\*\*
- 501-700: 1\*\*

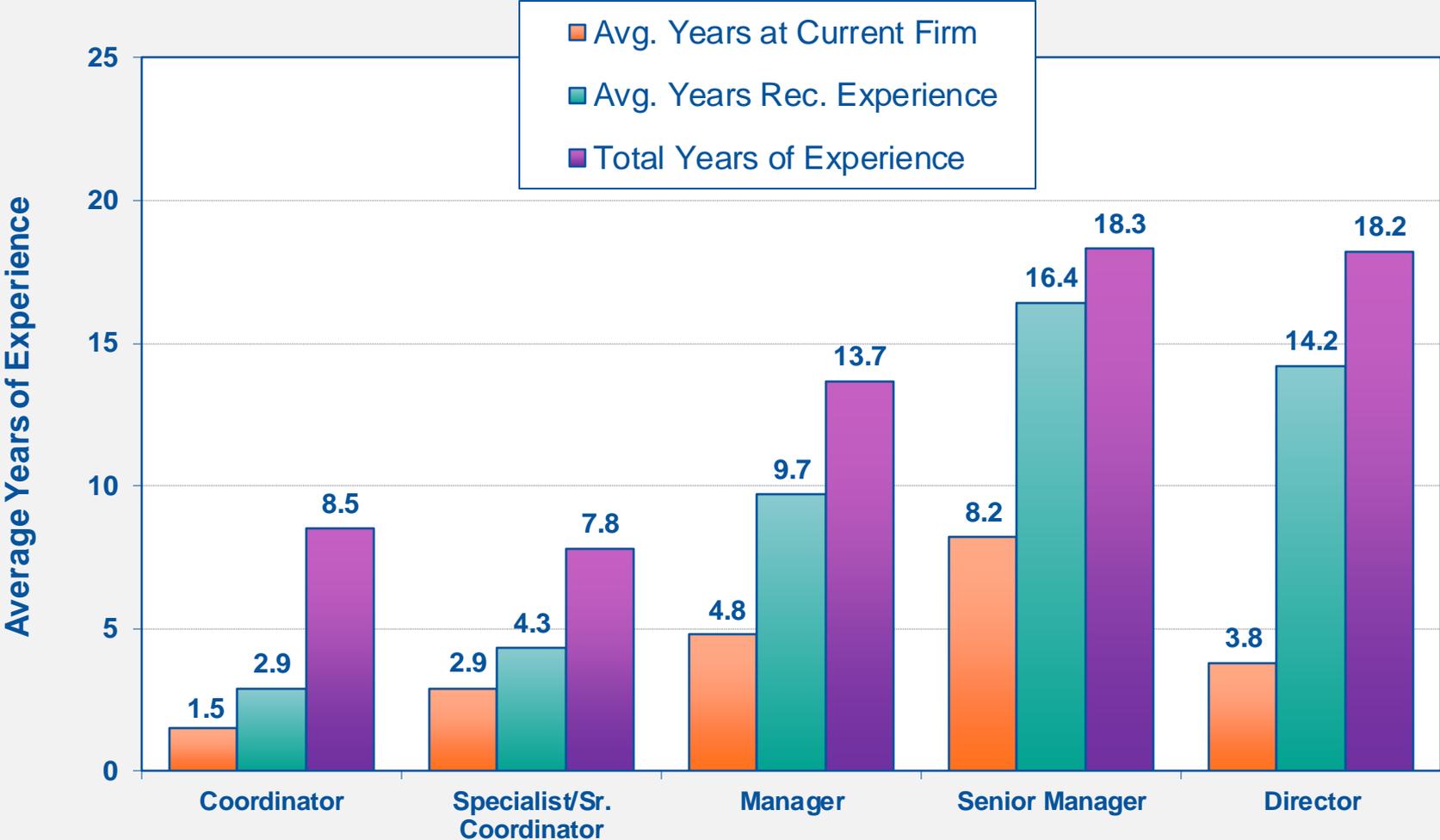
\* Not all respondents provided salary data

\*\* These results will not be included in the breakdowns, due to insufficient data

# Profile of BALRA Professionals



# Average Years of Experience



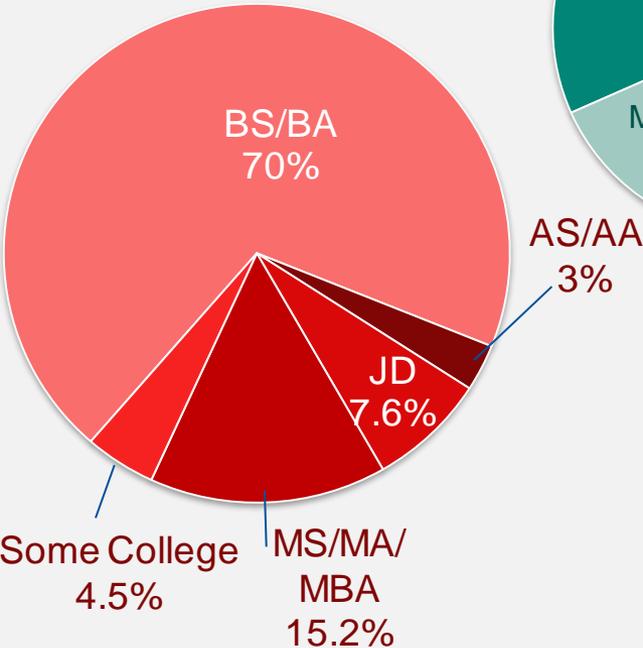
\*insufficient data for Directors



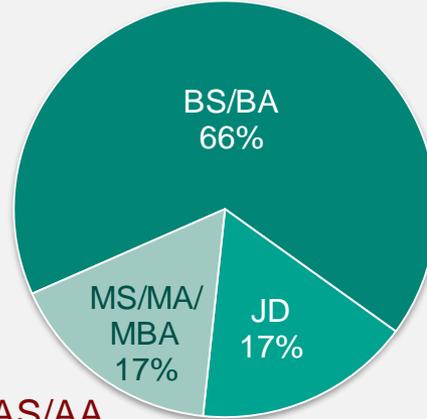
# Highest Degree of Education by Job Title

For those with a JD,  
the average time  
spent in practice was  
9.25 years.

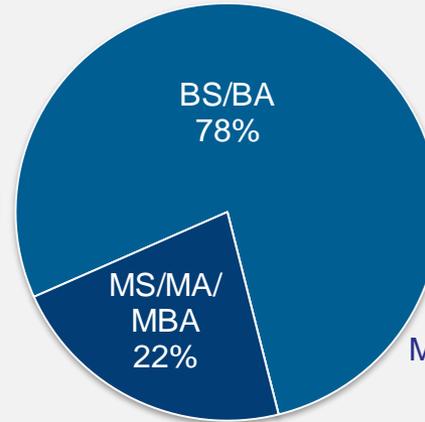
## Overall



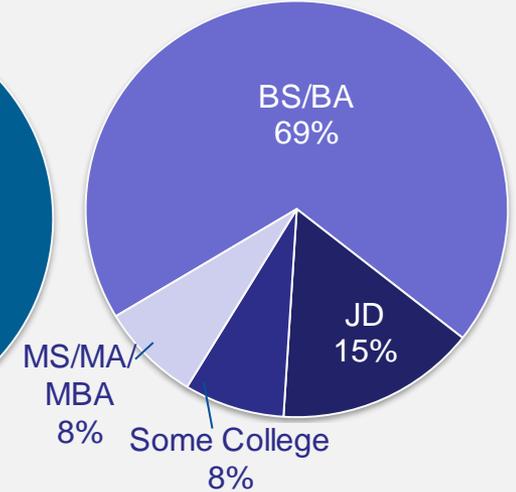
## Director



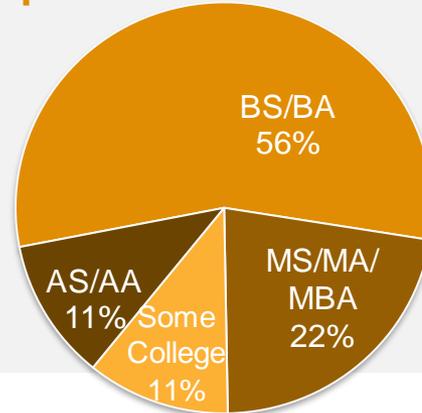
## Sr. Manager



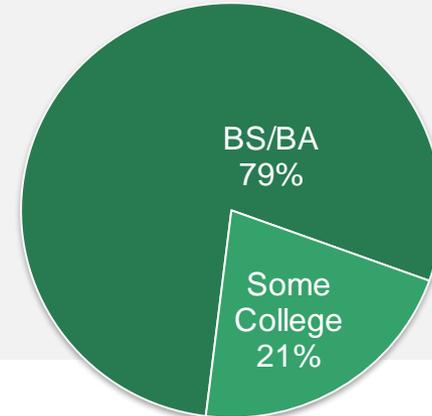
## Manager



## Specialist/Sr. Coordinator



## Coordinator



# Salary Trends



# All Respondents: Average Salaries, By Title

Title (# responses with salary data)	Average Salary	Median	25 - 75% Range
Director (5):	\$223,200	\$190,000	\$180,000-\$276,000
Sr. Manager (9):	\$181,728	\$180,000	\$179,000-\$180,000
Manager (26):	\$157,100	\$157,500	\$143,000-\$167,600
Specialist/ Sr. Coordinator (9):	\$101,944	\$100,000	\$95,000-\$110,000
Coordinator (10):	\$79,900	\$77,000	\$72,800-\$93,600

**Changes in average salaries since 2021 survey:**  
 Sr. Manager: **9.3% increase**  
 Manager: **9.6% increase**  
 Specialist/Sr. Coordinator: **2.1% increase**  
 Coordinator: **5.4% increase**

\*insufficient data for Assistants

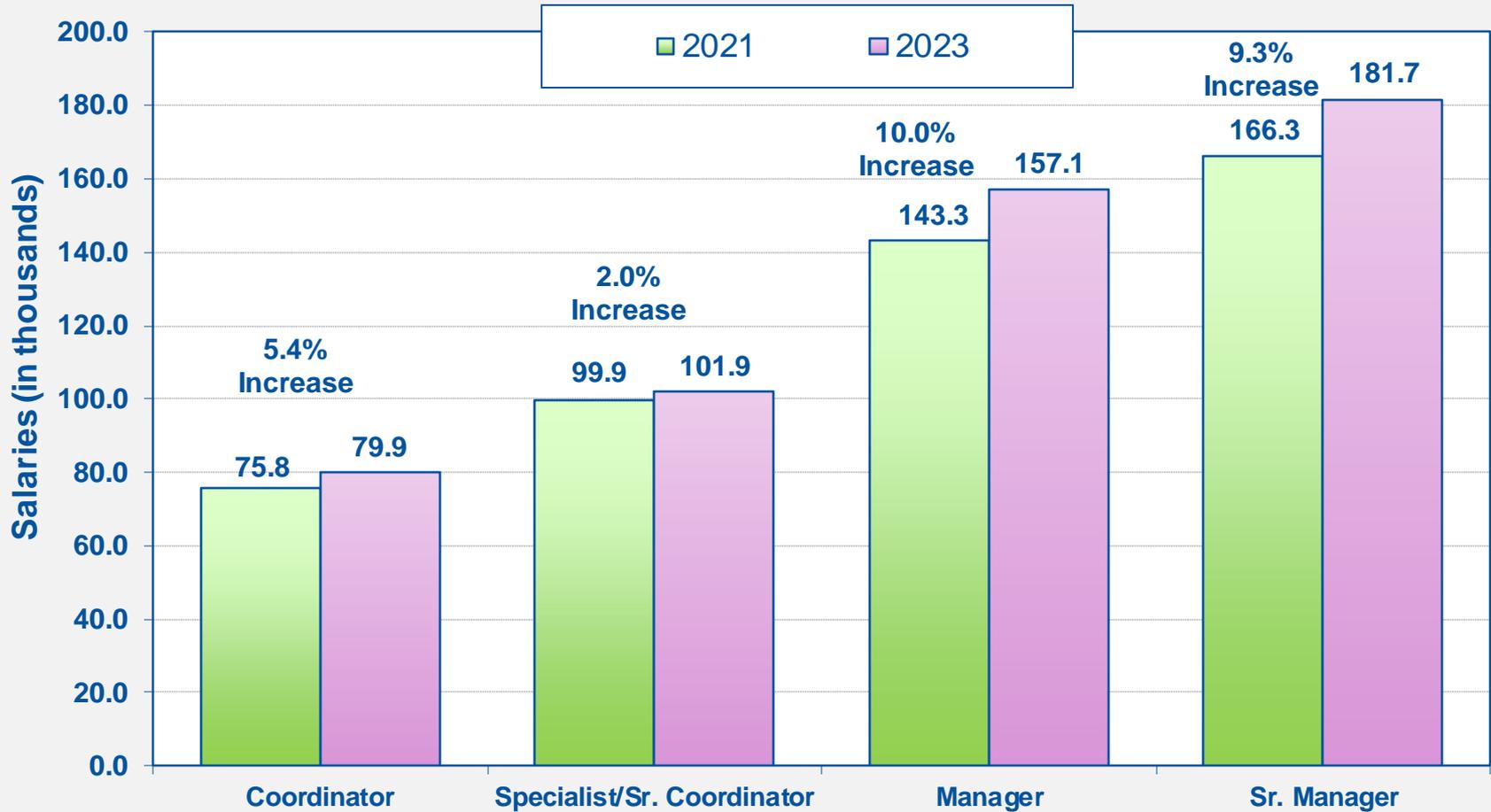


# Average Salary vs. Average Years of Experience



\*insufficient data for Directors

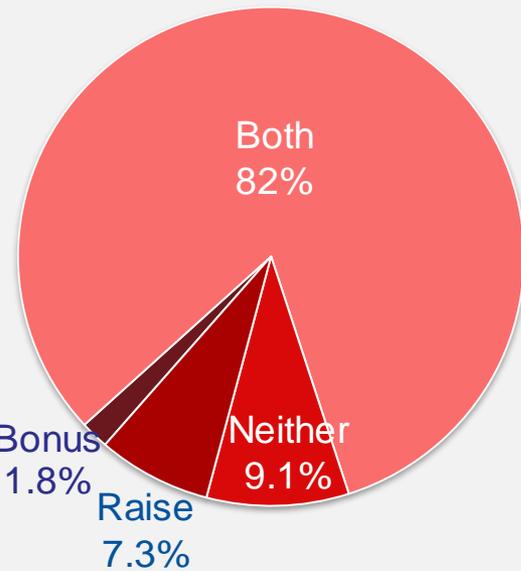
# Salary Trends: 2021-2023



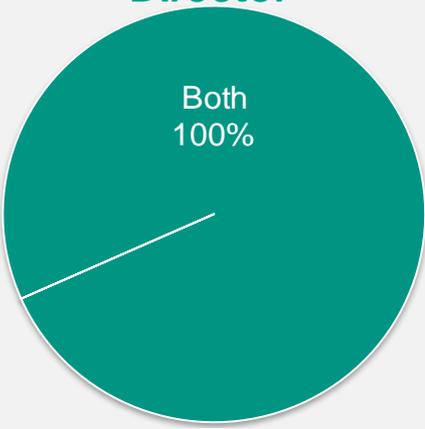
\*insufficient data for Directors

# Did You Receive a Bonus/Raise in 2022?

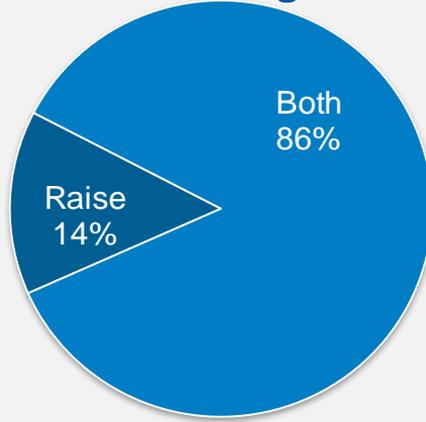
**Overall**



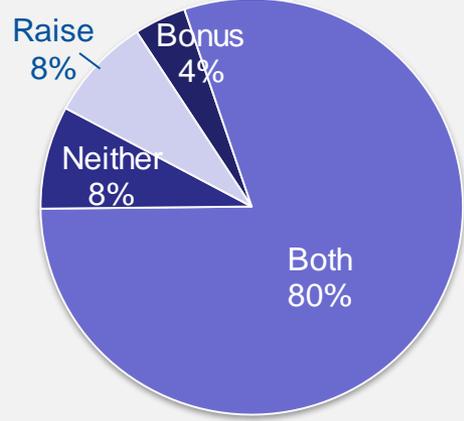
**Director**



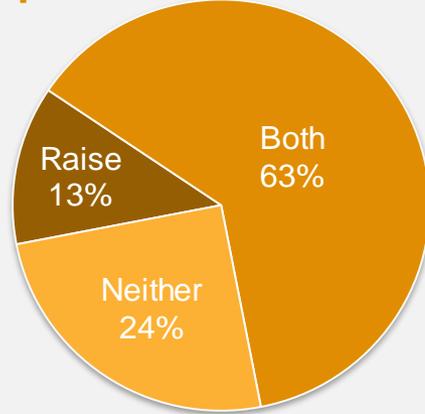
**Sr. Manager**



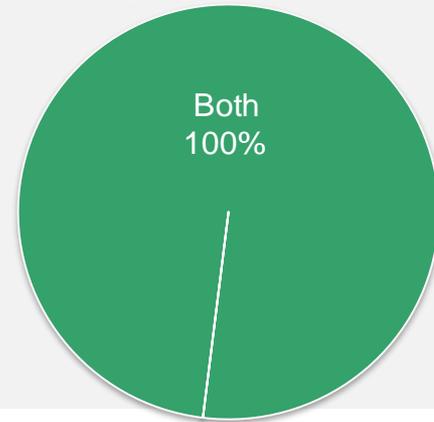
**Manager**



**Specialist/Sr. Coordinator**



**Coordinator**



In **2021**, 53% of people got **raises** (either with or without a bonus). In **2022**, this **increased** to **89.3%**.

# All Respondents: Average Bonus & Raise (2022 vs. 2021), By Title

Title (# responses with salary data)	Average Bonus ('22)	Average Bonus ('21)	Average Raise ('22)	Average Raise ('21)
Director (4):	\$41,125	\$42,333	4.3%	6%
Sr. Manager (5):	\$24,600	\$16,150	8.3%	8.7%
Manager (14):	\$12,143	\$18,025	10.6%	7.4%
Specialist/ Sr. Coordinator (5):	\$4,610	\$5,680	6.5%	2%
Coordinator (5):	\$2,940	*	5.14%	*

# Law Firm Recruiters' Average Salaries by City

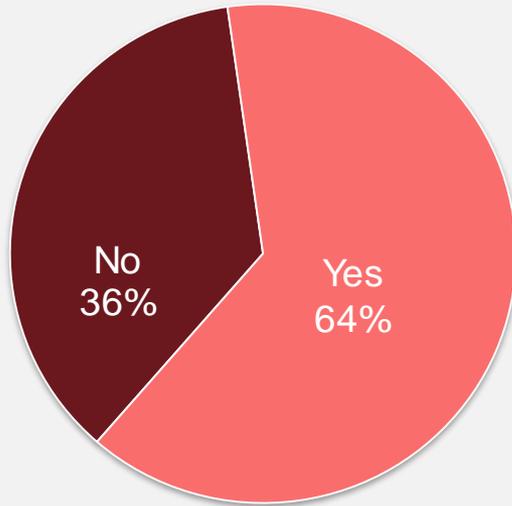
Title (# responses with salary data)	DC 2023	Bay Area 2023	Chicago 2023	New York 2022	Houston/Dallas 2022
Director	\$238,375	\$223,200	\$232,182	\$274,151	\$199,458
Sr. Manager	\$174,577	\$181,728	\$183,667	\$198,705	\$154,650
Manager	\$145,335	\$157,100	\$131,640	\$145,279	\$118,670
Specialist/Sr Coord.	\$94,737	\$101,944	\$88,623	\$101,574	\$89,286
Coordinator	\$76,579	\$79,900	\$74,617	\$78,000	\$71,600
Assistant	*	*	\$56,659	\$56,465	\$54,455

# Industry Findings

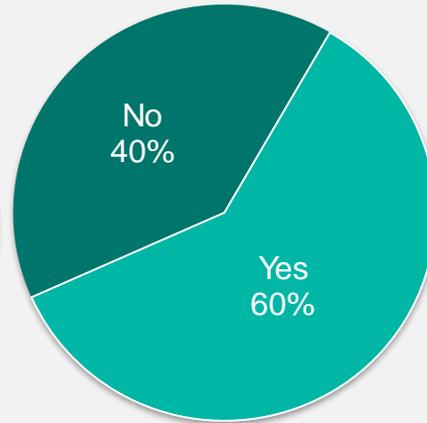


# Do You Believe You Are Fairly Compensated?

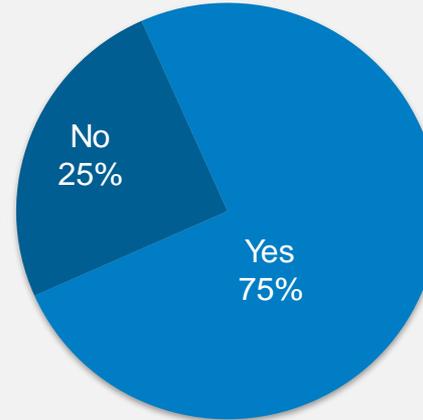
Overall



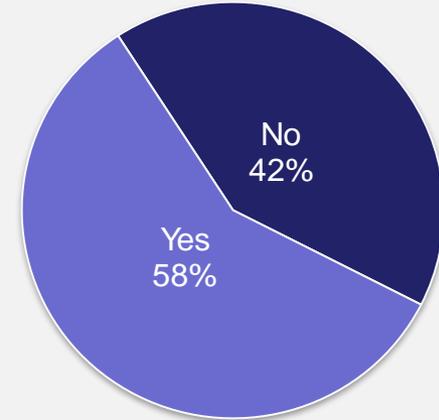
Director



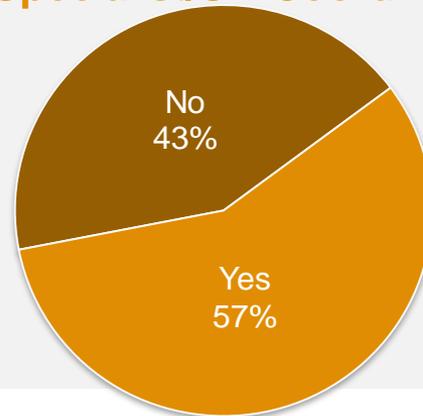
Sr. Manager



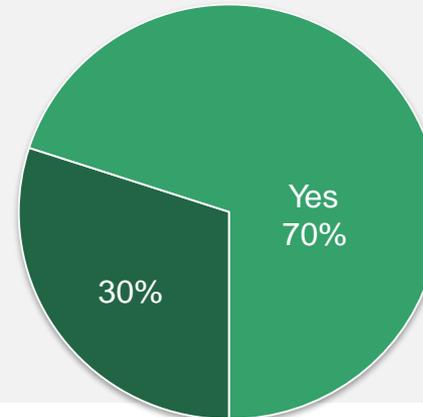
Manager



Specialist/Sr. Coordinator



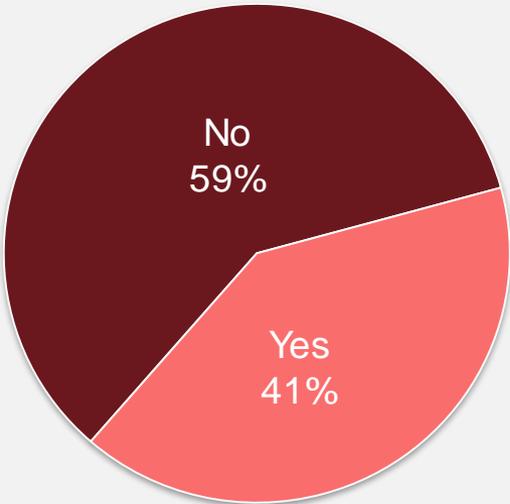
Coordinator



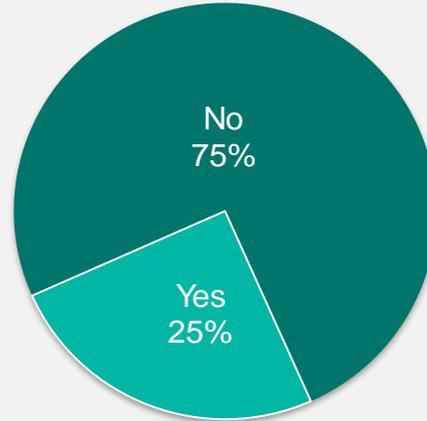
In 2021, 53% were satisfied with their salaries.

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

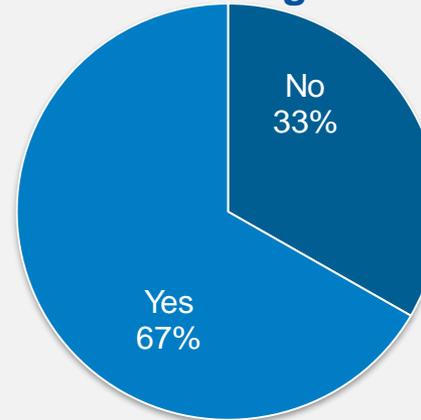
## Overall



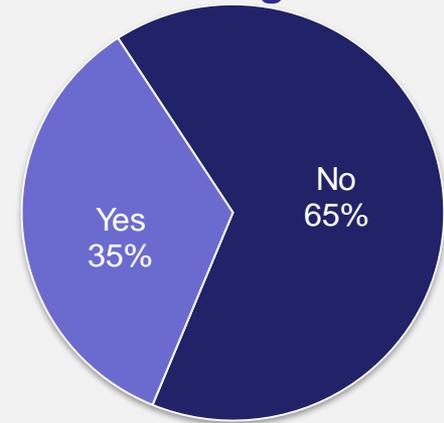
## Director



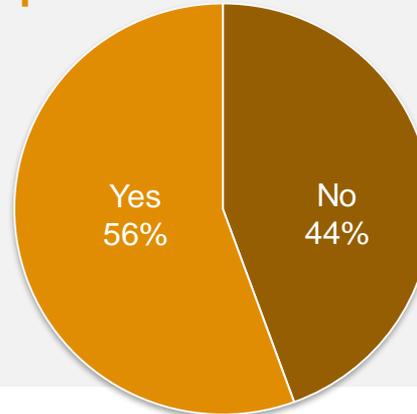
## Sr. Manager



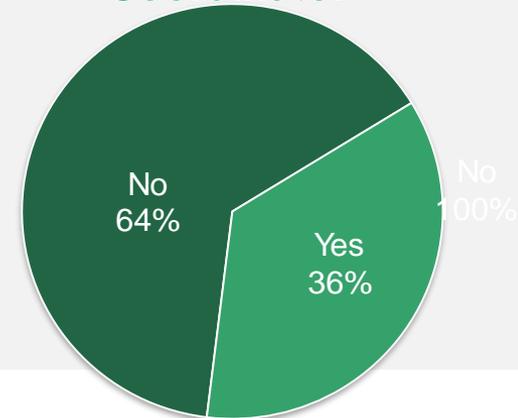
## Manager



## Specialist/Sr. Coordinator



## Coordinator



# Did You Change Firms\*?

**45%** of respondents changed firms at least once in the past 2 years

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Of those:

**68%** of respondents moved for increased salary

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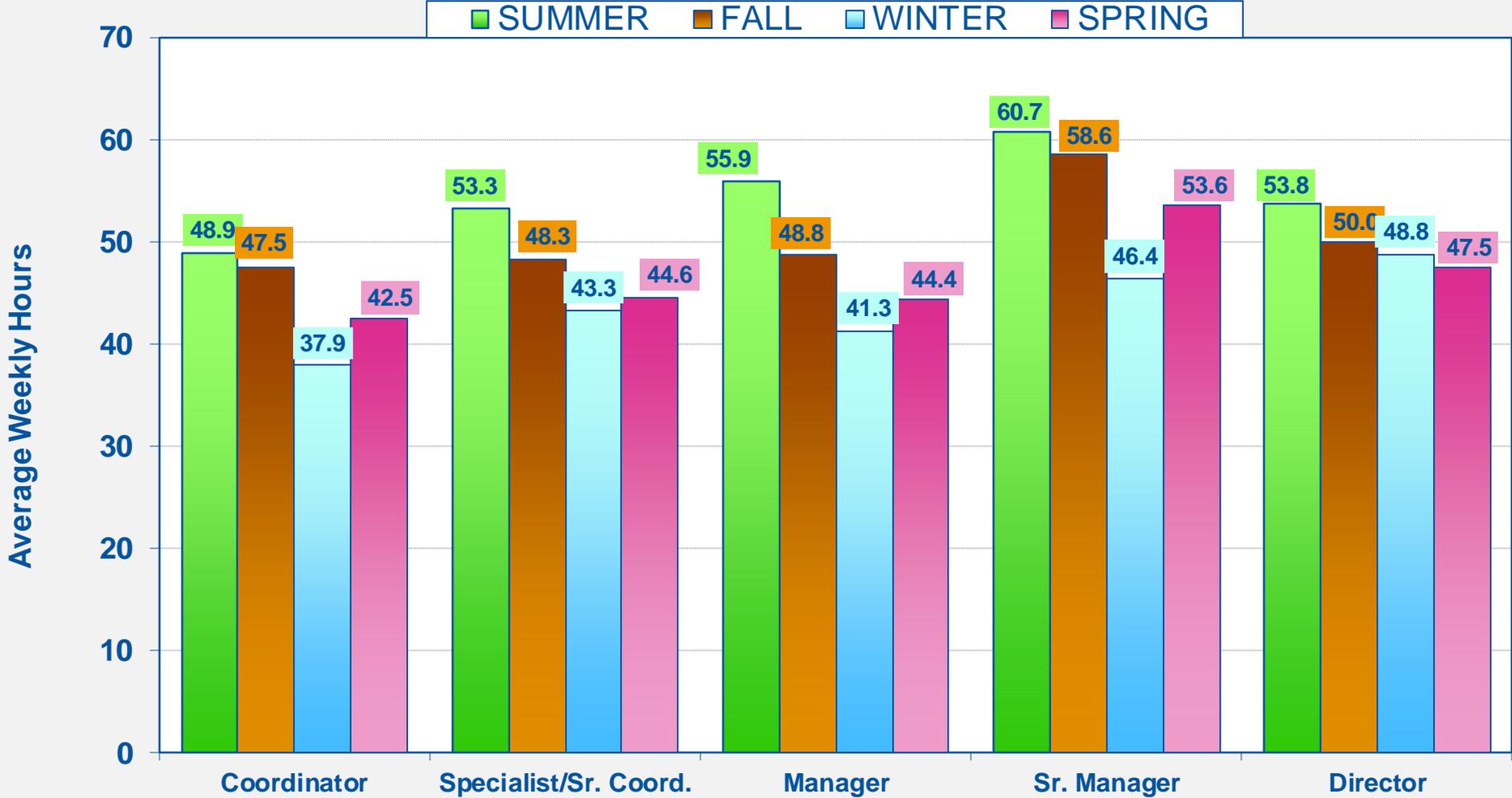
**52%** of respondents moved for a title change

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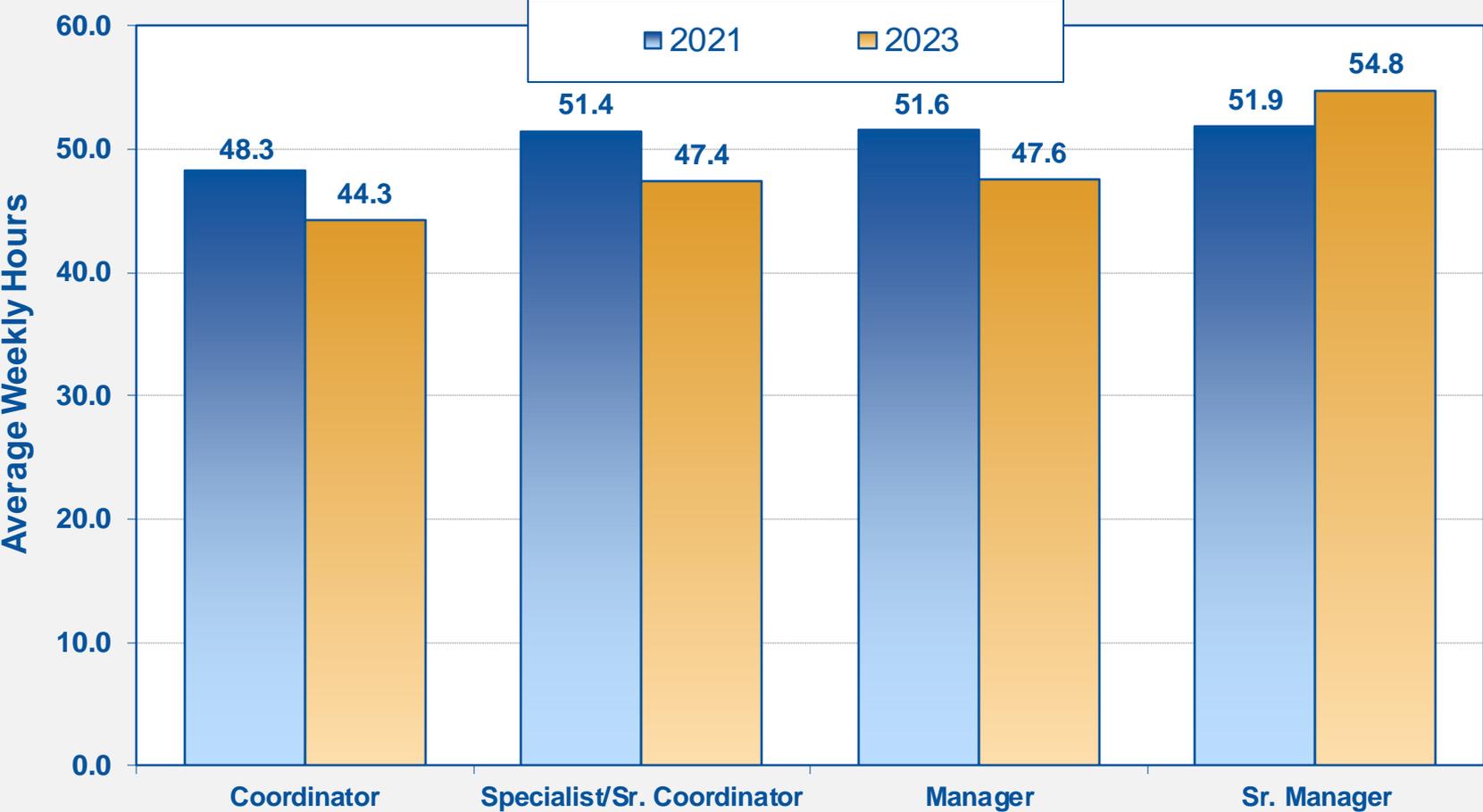
**24%** of respondents moved for a more flexible work arrangement

*\* Respondents could list more than one reason*

# Average Hours Worked Per Week, Breakdown by Season



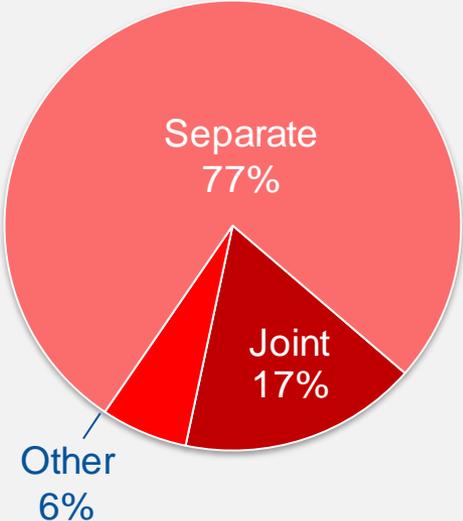
# Comparison of Average Hours Worked Per Week, 2021 vs. 2023



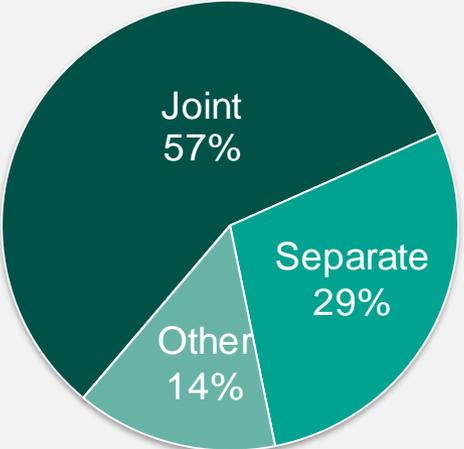
\*insufficient data for Assistants & Directors

# Are Your Recruiting and PD Departments Separate or Joint? – By Firm Size

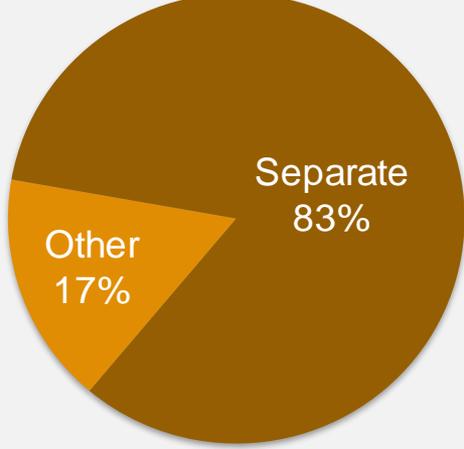
All Respondents



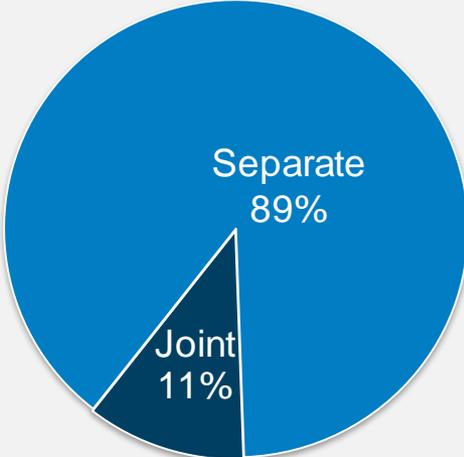
1-250



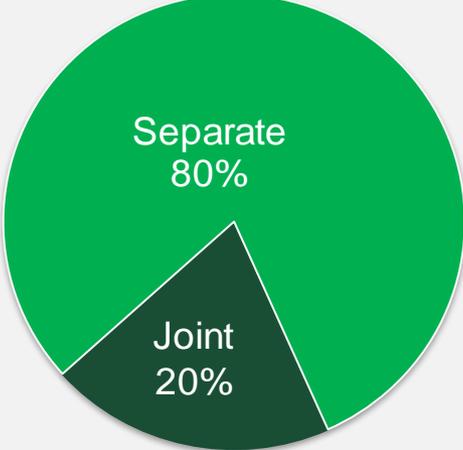
251-500



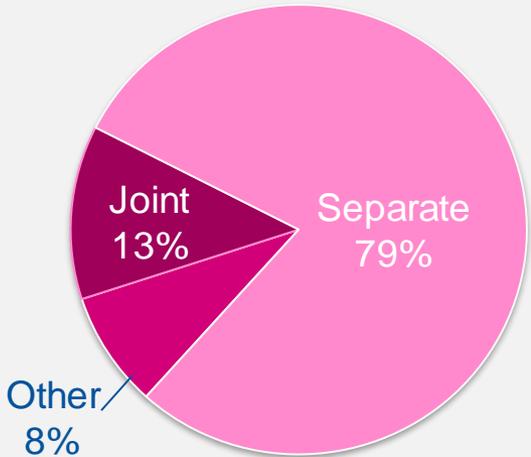
751-1000



1001-1300

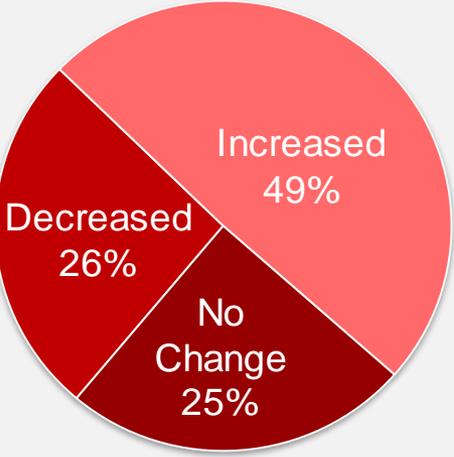


1301+

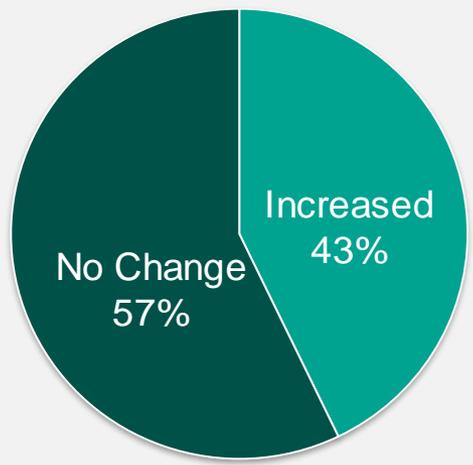


# In the Past 2 Years, Has Your Dept. Size Changed?

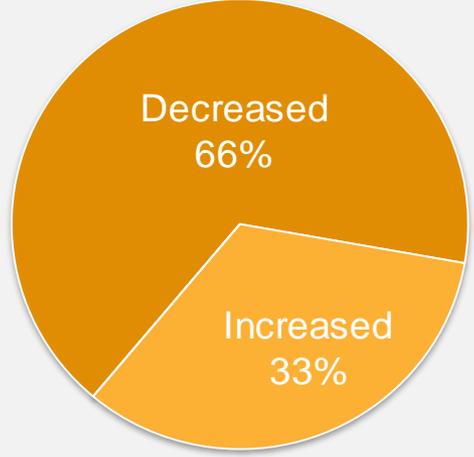
## All Respondents



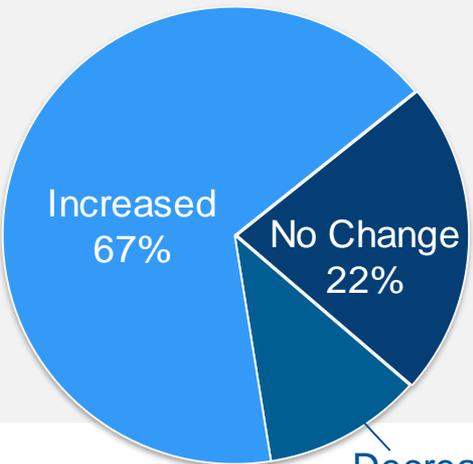
## 1-250



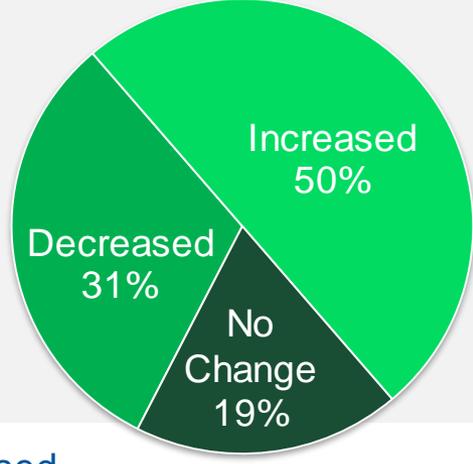
## 500-751



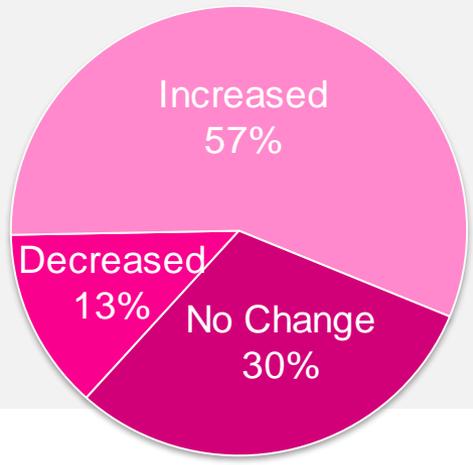
## 751-1000



## 1001-1300

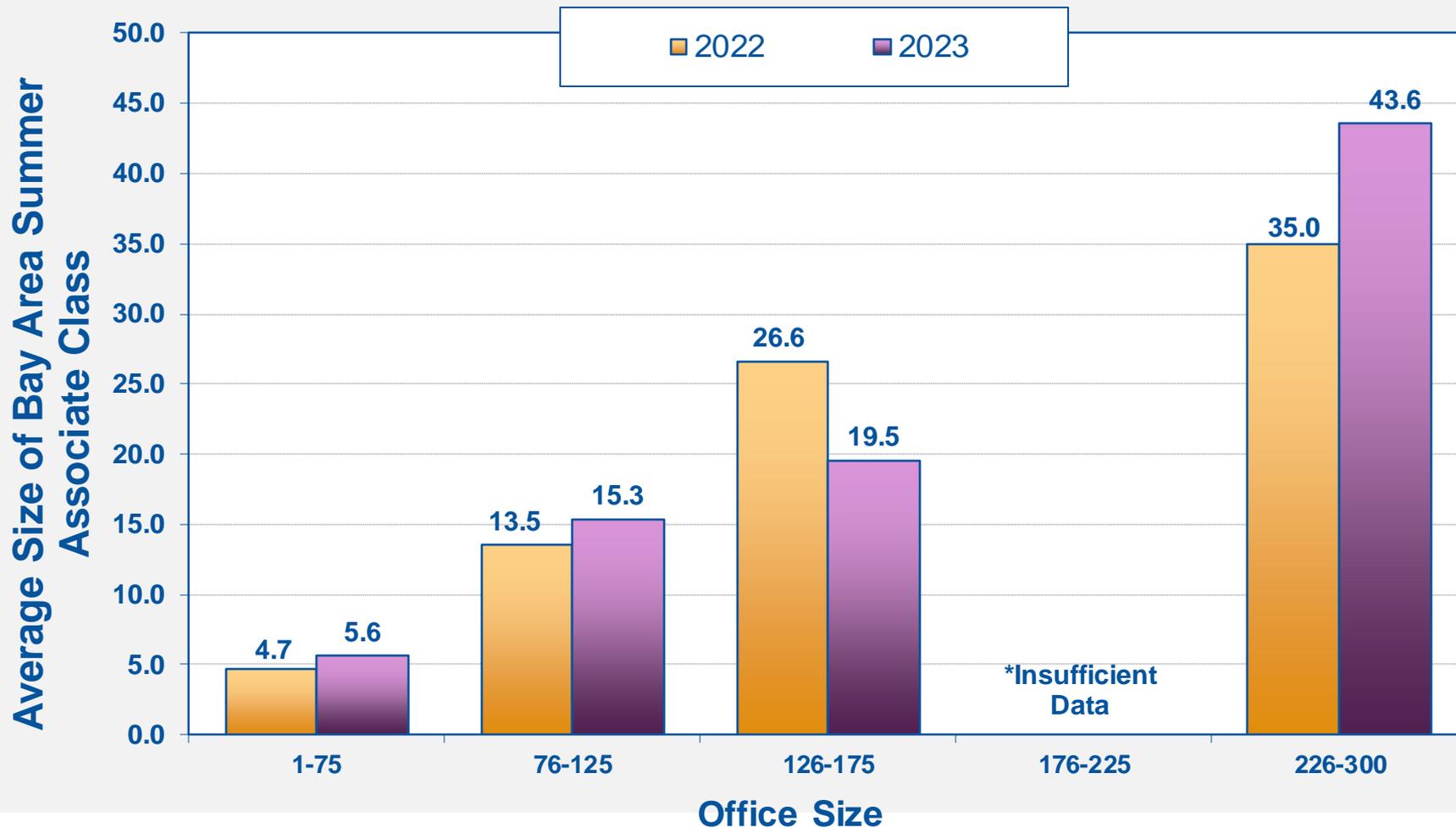


## 1301+

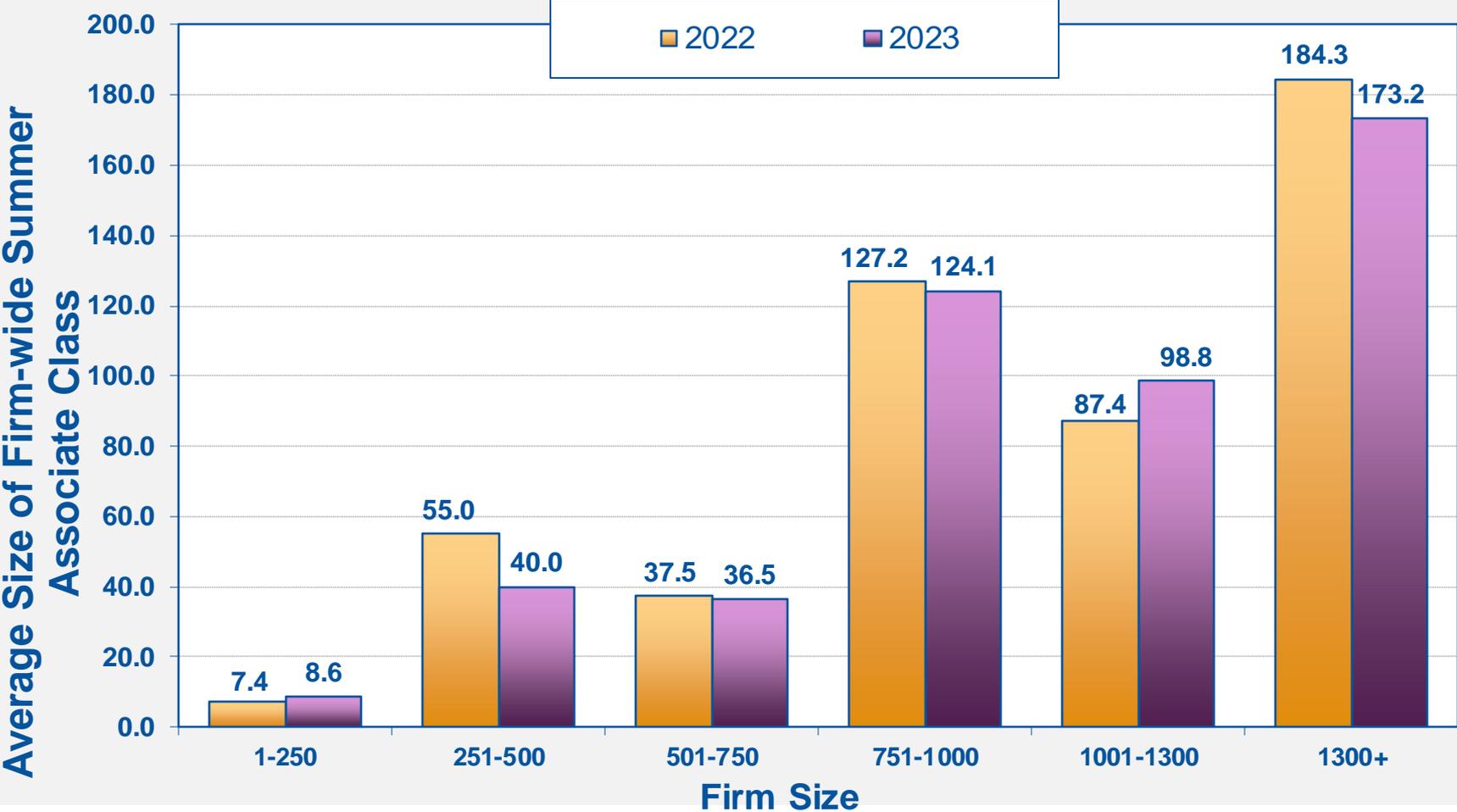


# Bay Area Office Size vs. Size of Bay Area 2L Summer Associate Class

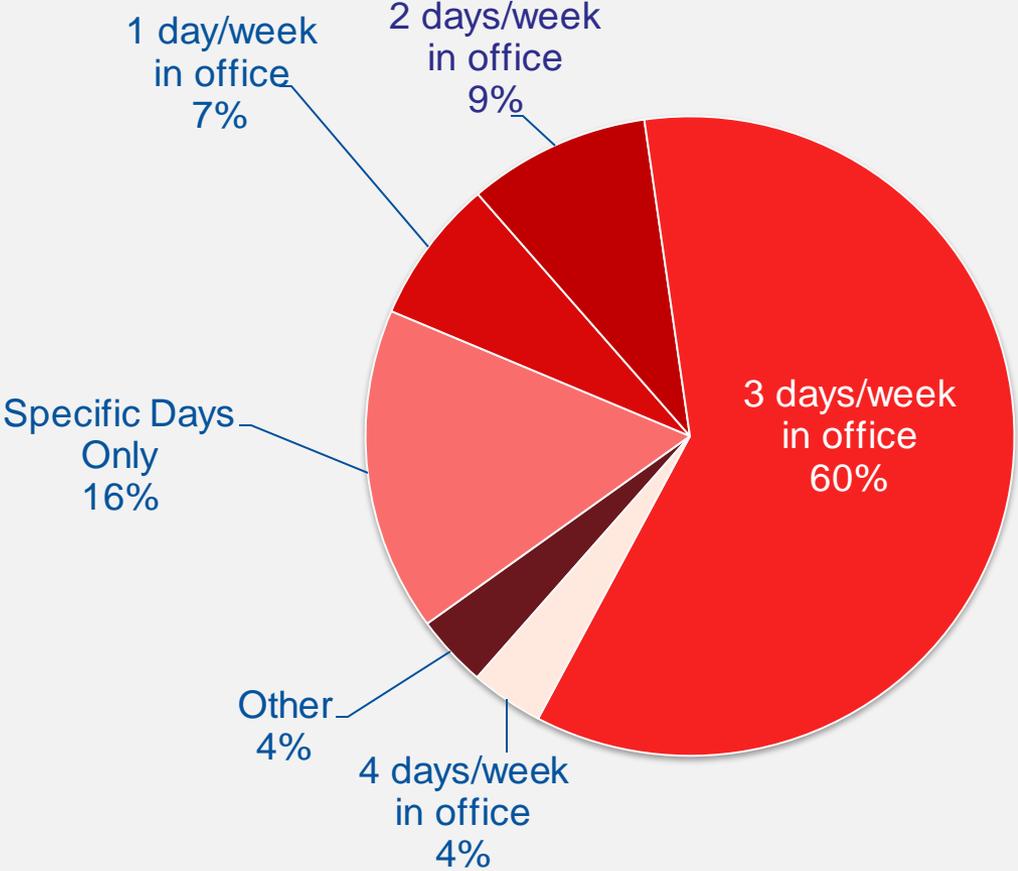
## Summer Associate Class: 2022 to 2023 Comparison



# Firm Size vs. Size of Firm-wide 2021 2L Summer Associate Class: 2022 to 2023 Comparison



# What is Your Firm's Remote Work Policy?



**0% of respondents work 5 days a week in the office.**

**0% are fully remote.**

# Summary of Interesting Survey Results

**45%** changed firms at least once in the past two years

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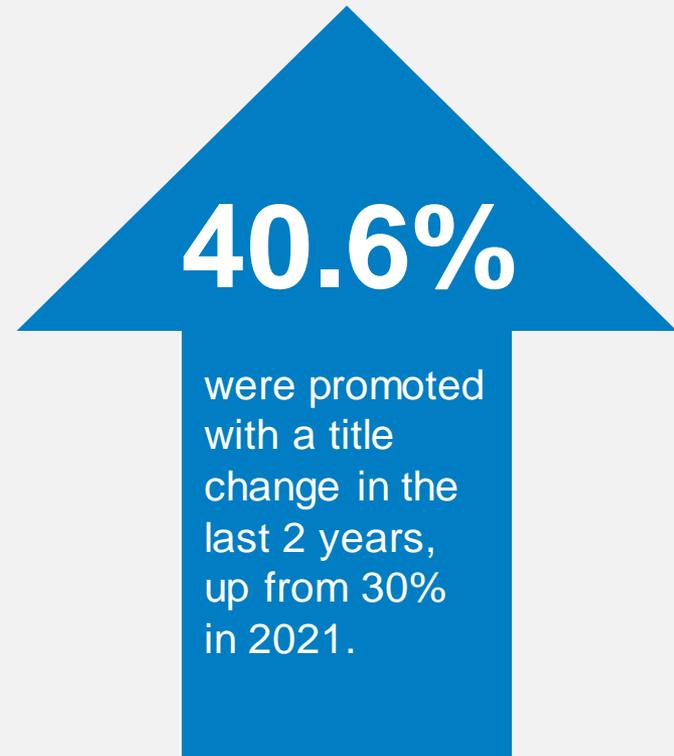
**64%** of respondents believe they are fairly compensated, up from 53% in 2021

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**76%** of Recruiting and PD departments are separate

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**55%** have been in Recruiting/PD for 8 or more years



# Addendum



# Average Salary, Bonus & Raise by Firm Size

## All Directors: 5

*Avg. Salary: \$223,200*

*Median Salary: \$190,000*

*Avg. Bonus: \$41,125*

*Avg. Raise: 4.3%*

<u>Firm Size:</u>	<u>1-250</u>
Average Salary:	\$220,000
Median:	\$190,000
Average Bonus:	\$47,333
Average Raise:	4.9%

\*insufficient data for firm size breakdowns for 250+

# Average Salary, Bonus & Raise by Firm Size

## All Sr. Managers: 9

**Avg. Salary:** \$181,728

**Median Salary:** \$180,000

**Avg. Bonus:** \$24,600

**Avg. Raise:** 8.3%

<u>Firm Size:</u>	<u>1301+</u>
<b>Average Salary:</b>	\$179,111
<b>Median:</b>	\$180,000
<b>Average Bonus:</b>	\$24,333
<b>Average Raise:</b>	5.1%

\*insufficient data for 1-1300

# Average Salary, Bonus & Raise by Firm Size

## All Managers: 26

**Avg. Salary:** \$157,100

**Median Salary:** \$157,500

**Avg. Bonus:** \$12,143

**Avg. Raise:** 10.6%

<u>Firm Size:</u>	<u>1001-1300</u>	<u>1301+</u>
<b>Average Salary:</b>	\$149,678	\$167,760
<b>Median:</b>	\$149,000	\$165,800
<b>Average Bonus:</b>	\$11,980	\$10,566
<b>Average Raise:</b>	9.5%	13.8%

\*insufficient data for 1-1000

# Average Salary, Bonus, Raise & OT by Firm Size

## All Specialists/Sr. Coordinators: 9

*Avg. Salary: \$101,944      Median Salary: \$100,000*  
*Avg. Bonus: \$4,610      Avg. Raise: 6.5%*

<b>Firm Size:</b>	<b><u>1301+</u></b>
<b>Average Salary:</b>	\$105,750
<b>Median:</b>	\$111,000
<b>Average Bonus:</b>	\$5,250
<b>Average Raise:</b>	6%

\*insufficient data for 1-1000

# Average Salary, Bonus, Raise & OT by Firm Size

## All Coordinators: 10

**Avg. Salary:** \$79,900      **Median Salary:** \$77,000  
**Avg. Bonus:** \$2,940      **Avg. Raise:** 5.14%  
**Avg. OT:** \$8,221

<b>Firm Size:</b>	<b>1301+</b>
<b>Average Salary:</b>	\$82,000
<b>Median:</b>	\$72,000
<b>Average Bonus:</b>	\$2,750
<b>Average Raise:</b>	3.35%

\*insufficient data for 1-1300

# Benefits Received

- 48.6% of Firms allow employees to work part-time.
- 70% of Firms provide Flex Days.
- 61.5% of Firms provide backup daycare, and no Firms have onsite daycare.
- 57.1% of Firms provide a mobile device to employees, while 81.0% offer mobile service.
- 97.9% of Firms provide employees with computers/laptops.
- 70.0% of Firms offer transportation discounts, mileage reimbursement, or transportation stipends.
- 52.5% of Firms offer a Health Club membership or discount.
- 95.7% of Firms provide a flexible spending account.
- 91.3% of Firms provide a health savings account.
- 93.5% of employees contribute to the cost of their medical care plans.
- 100.0% of Firms have a 401k program
- 9.3% of Firms have a pension plan.
- 56.1% of Firms offer free parking.

# Benefits Received: Average Days Paid Time Off (PTO)

**PTO includes Vacation, Sick and Personal Days**

<u>Title (# responses)</u>	<u>Average (days)</u>	<u>Median (days)</u>	<u>Range (days)</u>
<b>Director:</b>	20.25	18	15-20
<b>Sr. Manager:</b>	25.5	23.5	15-unlimited
<b>Manager:</b>	27.1	24	14-70
<b>Coordinator:</b>	20	20	10-30

**There was one respondent who received unlimited PTO.**

\*insufficient data for Assistant & Specialists

# Benefits Received: Average Days Maternity and Paternity Leave

<u>Title (# responses)</u>	<u>Average Maternity (days)</u>	<u>Median Maternity (days)</u>
<b>Senior Manager:</b>	95.3	111
<b>Manager:</b>	68.6	65

\*insufficient data for Directors; Sr. Managers; Specialists, Coordinators





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