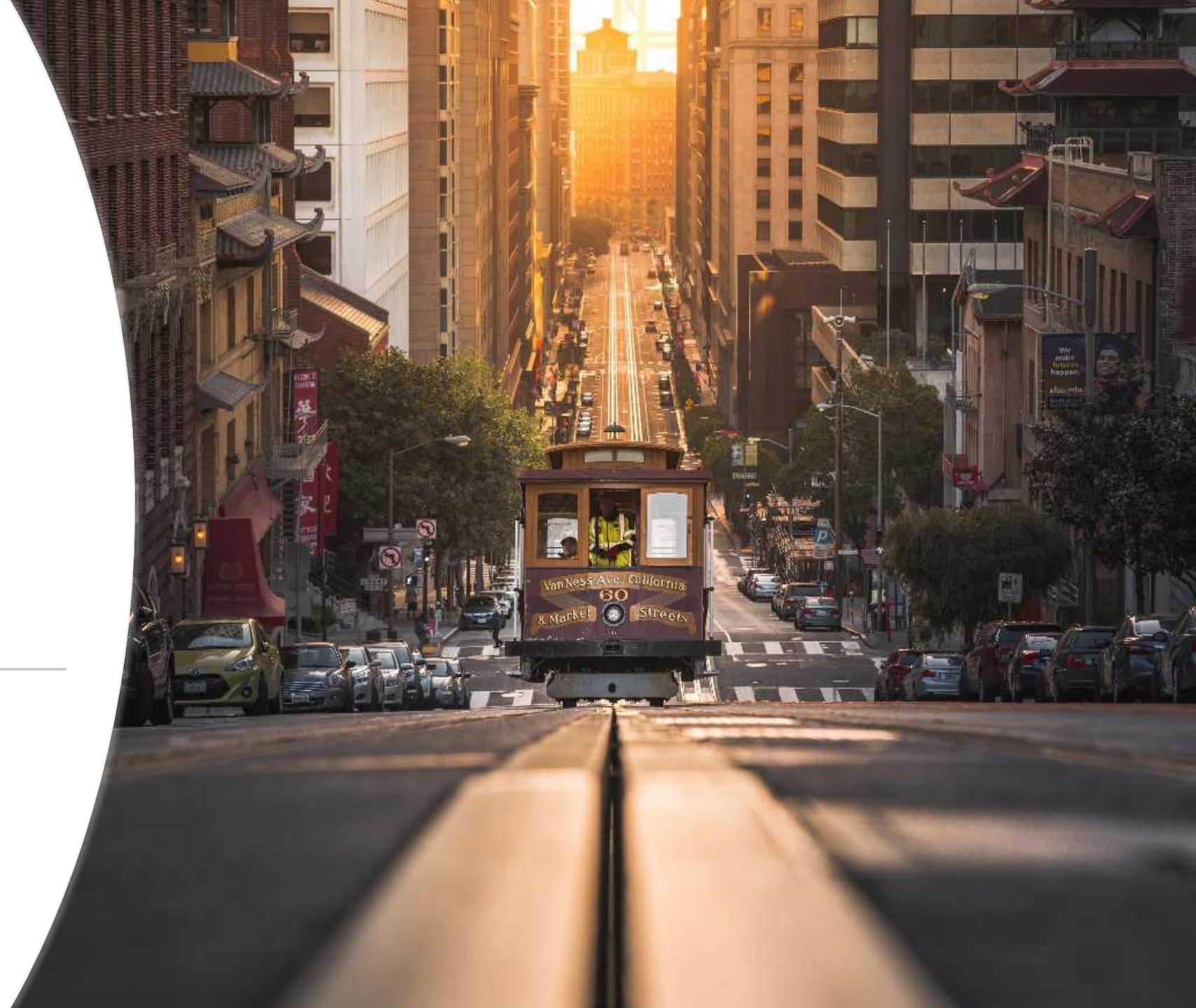


BALRA Salary Survey

September 2025



Eva's Bio

Eva Wisnik is a career expert and recruiter for America's most prestigious law firms, as well as the author of *Your Fairy Job Mentor's Secrets for Success*. She spent 10 years hiring talent from top schools for investment banks and law firms (she was the head of recruiting at both Schulte and Cadwalader) before launching a very successful search firm in 1996. Over the past 29 years, she has provided over 100 law firms with training programs, including 90 of the Am Law 100. Eva Wisnik is a certified Health Coach and has trained over 7,000 attorneys in time management.

Eva earned her BA in Psychology from Barnard College, Columbia University and an MBA in Marketing from Fordham University. Her goal is to share her learnings with others so they can lead the most successful and fulfilling lives possible.



Shannan's Bio

Shannan Buckley is the Director of Recruiting & Training Operations at Wisnik Career Enterprises, Inc, where she has managed training programs and placed business services talent into top law firms for the past 8 years. She has conducted 30 salary surveys for nationwide recruiting groups as well as for marketing and business development professionals across the legal industry.

Before joining Wisnik Career Enterprises, Shannan worked in education both in the U.S. and abroad. She holds a BA in French & Francophone Studies from Carleton College and an MA in International Educational Development from Teachers College, Columbia University.



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 2025 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 62 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 & Shannan Buckley

Participant Response Breakdown

Total of 62 Recruiting and PD professionals' salary and industry information by:



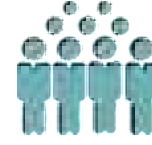
Position*

- **Chief: 1****
- **Director: 5**
- **Senior Manager: 10**
- **Manager: 24**
- **Specialist**
- **/Sr. Coordinator: 7**
- **Coordinator: 11**
- **Assistant: 4****



Firm Size

- **1-250: 7**
- **251-500: 7**
- **501-750: 6**
- **751-1000: 3**
- **1001-1300: 18**
- **1301+: 21**



Office Size

- **1-75: 15**
- **76-125: 20**
- **126-175: 14**
- **176-225: 5**
- **226-300: 4**
- **300+: 4**

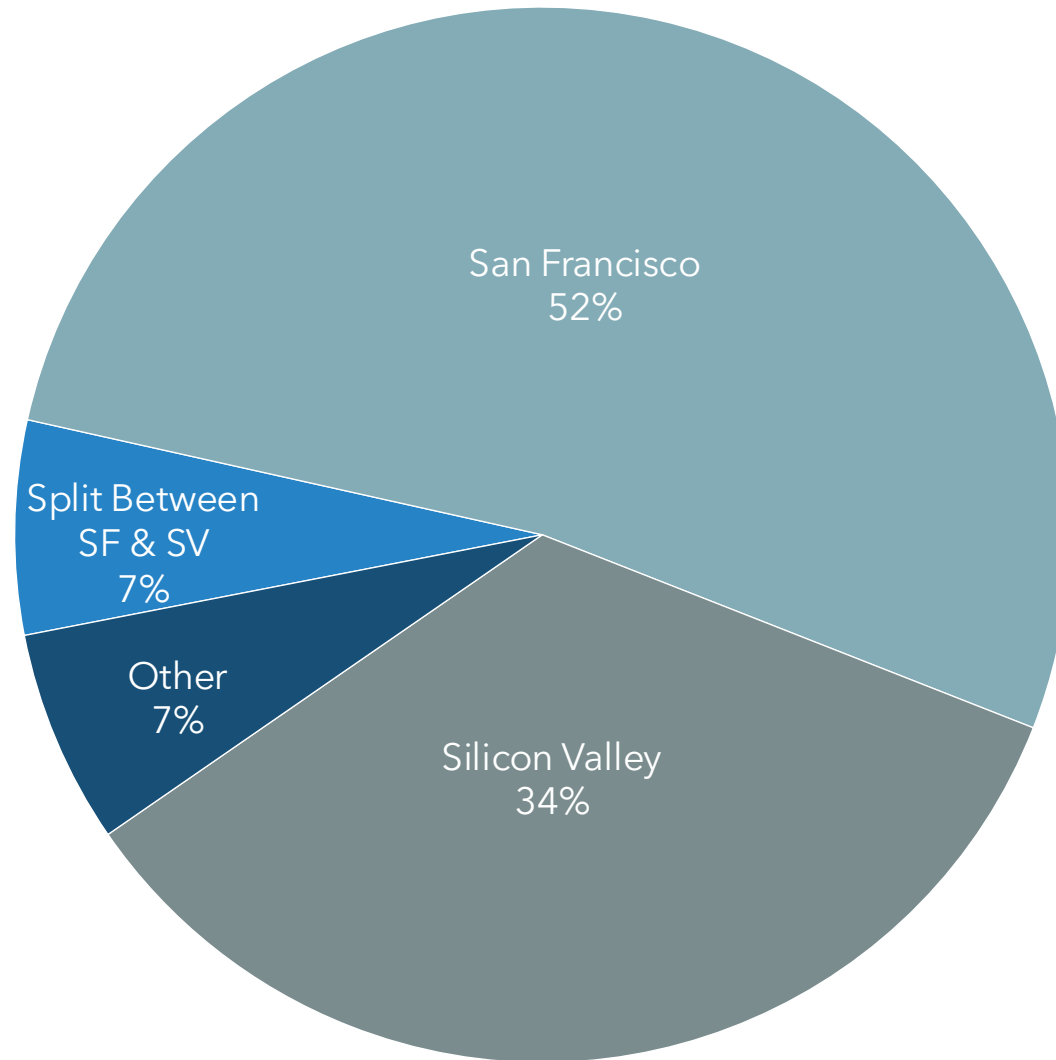
* Not all respondents provided salary data

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

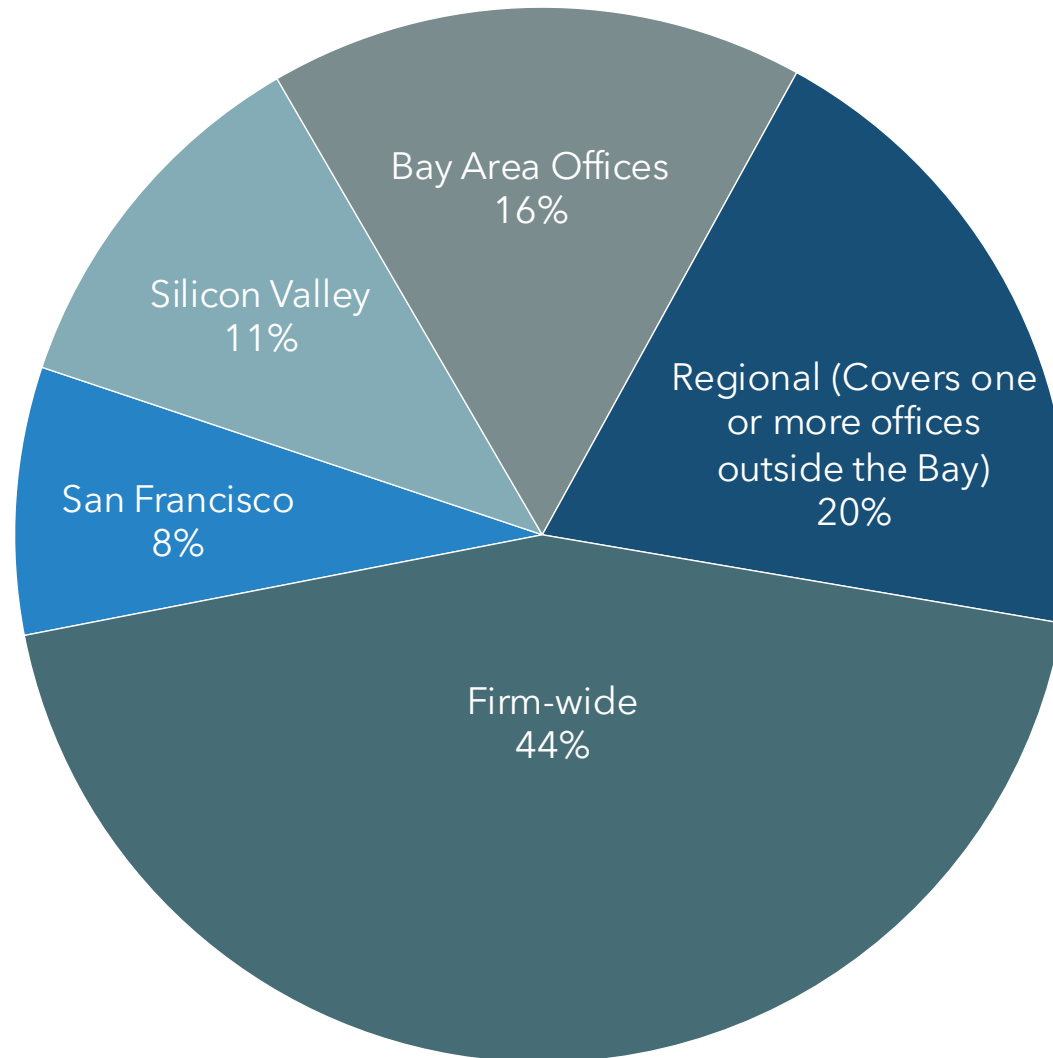
Profile of BALRA Professionals



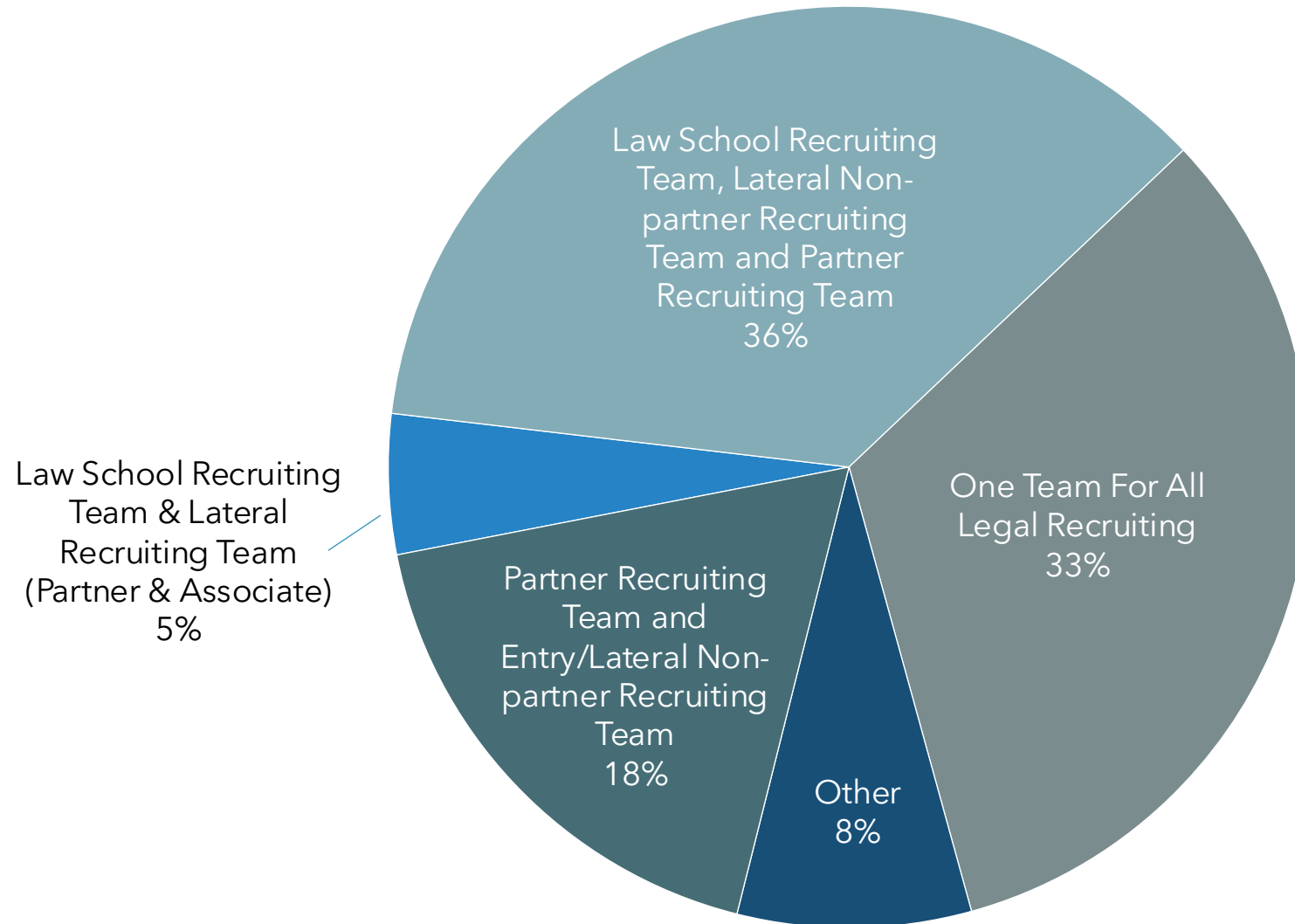
Where Participants Sit



Which Office Participants Cover

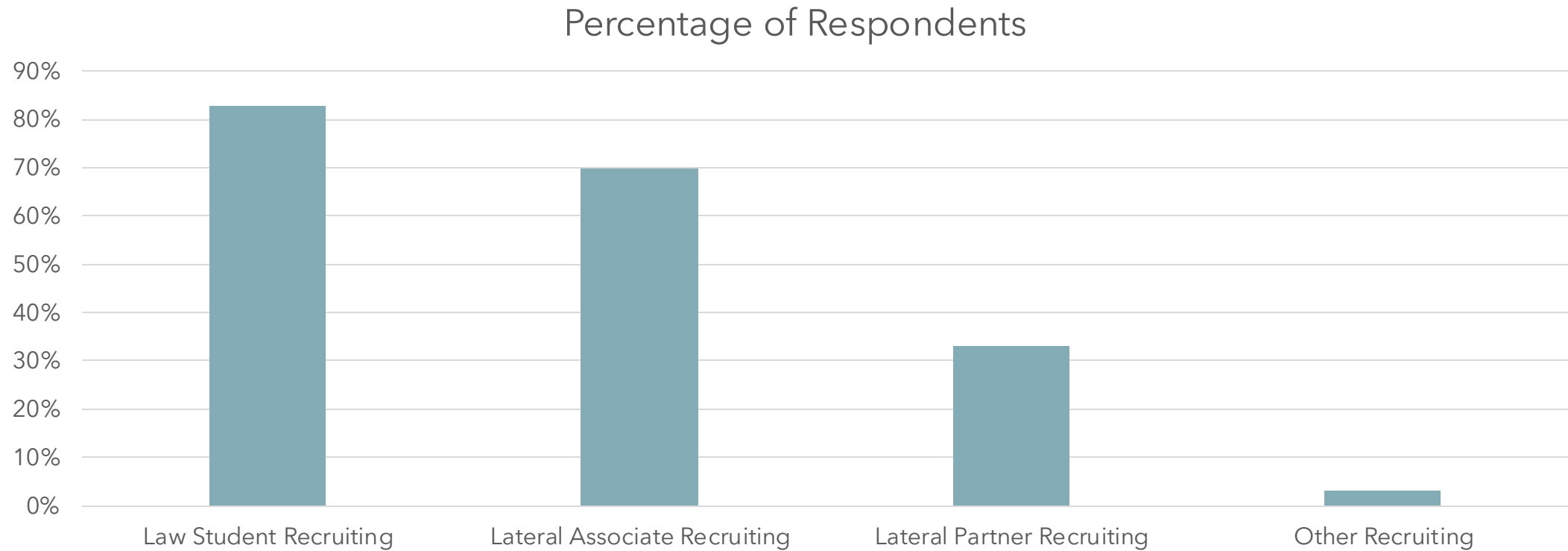


Participants' Department Structure

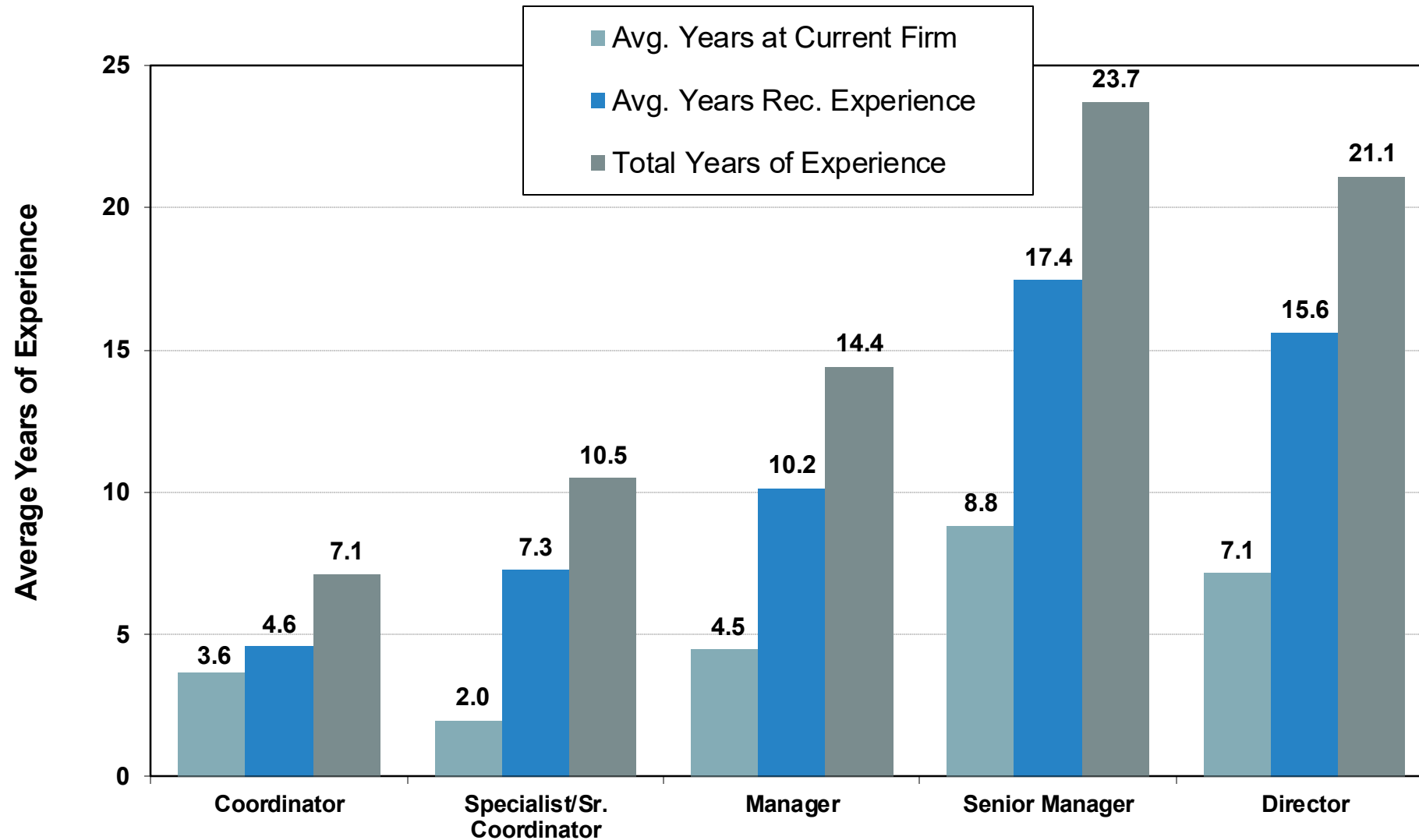


Recruiting Areas Covered

* Respondents could select more than one

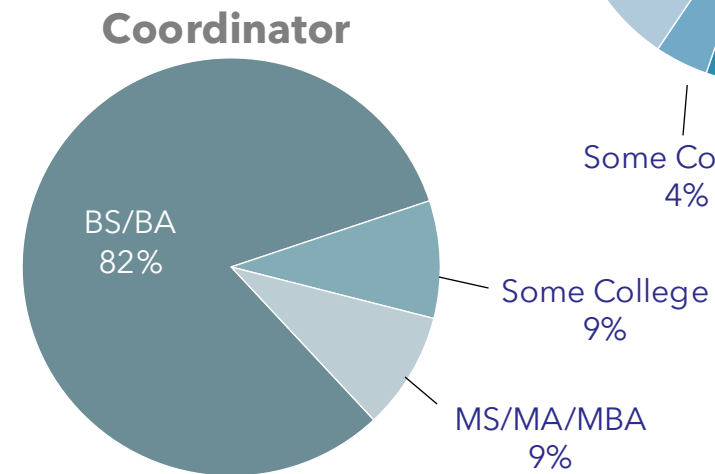
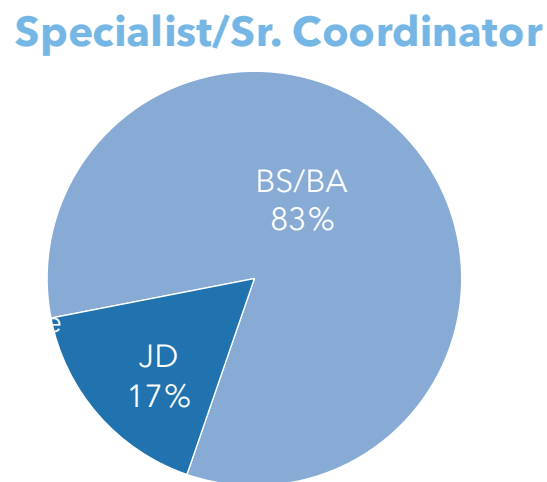
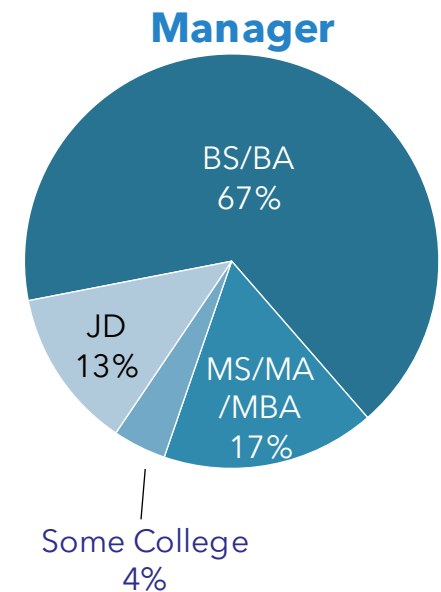
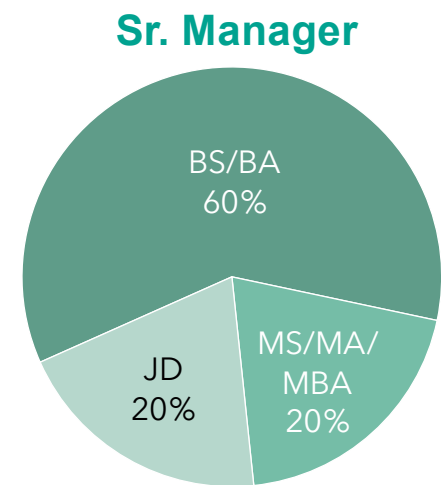
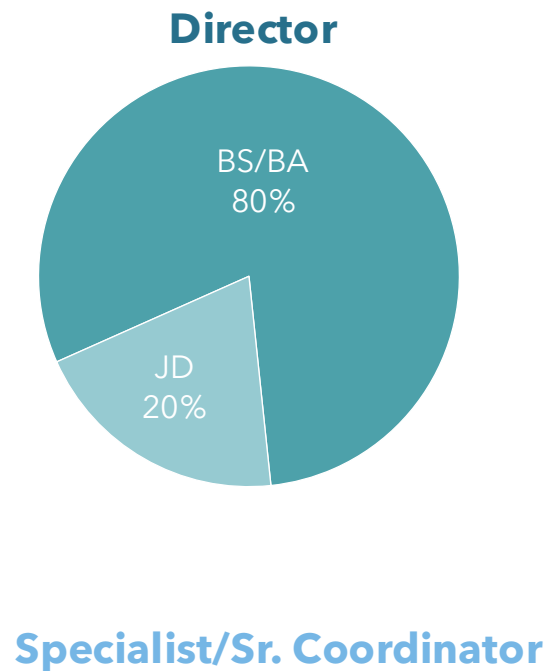
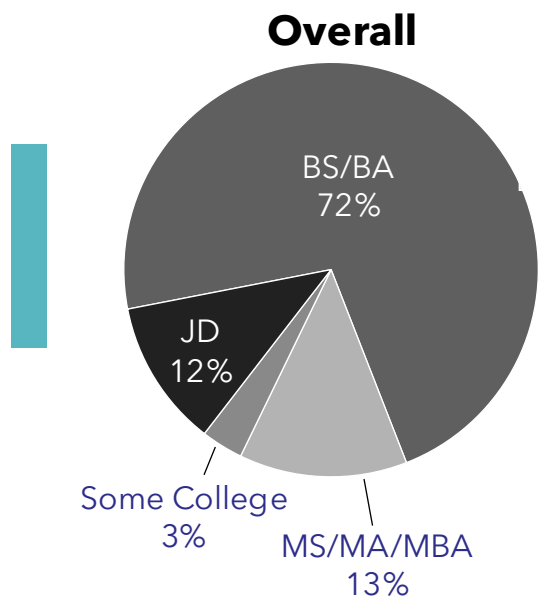


Average Years of Experience



Highest Degree of Education by Job Title

For those with a JD, the average time spent in practice was 6.2 years.



Salary Trends



All Respondents: Average Salaries, By Title

Title (# responses with salary data)	Average Salary	Median	25 - 75% Range
Director (5):	\$242,200	\$225,000	\$210,500-\$282,500
Sr. Manager (10):	\$206,450	\$203,000	\$191,000-\$223,000
Manager (24):	\$173,030	\$171,000	\$160,000-\$185,000
Specialist/ Sr. Coordinator (7):	\$114,250	\$115,000	\$100,000-\$120,000
Coordinator (11):	\$90,400	\$87,000	\$79,400-\$102,200

Changes in average salaries since 2023 survey:

Directors: 8.5% **increase**

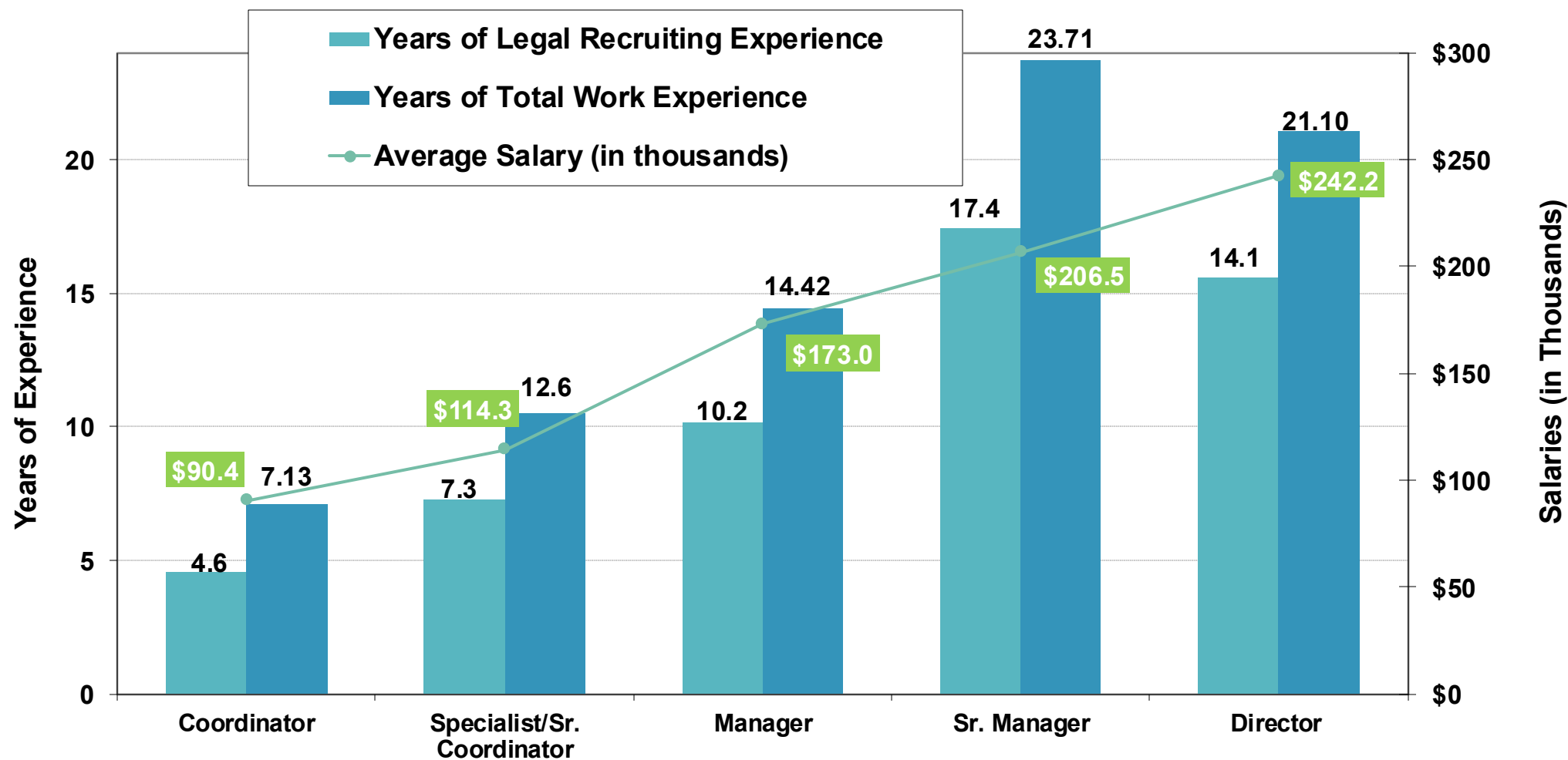
Sr. Manager: 13.6% **increase**

Manager: 10.1% **increase**

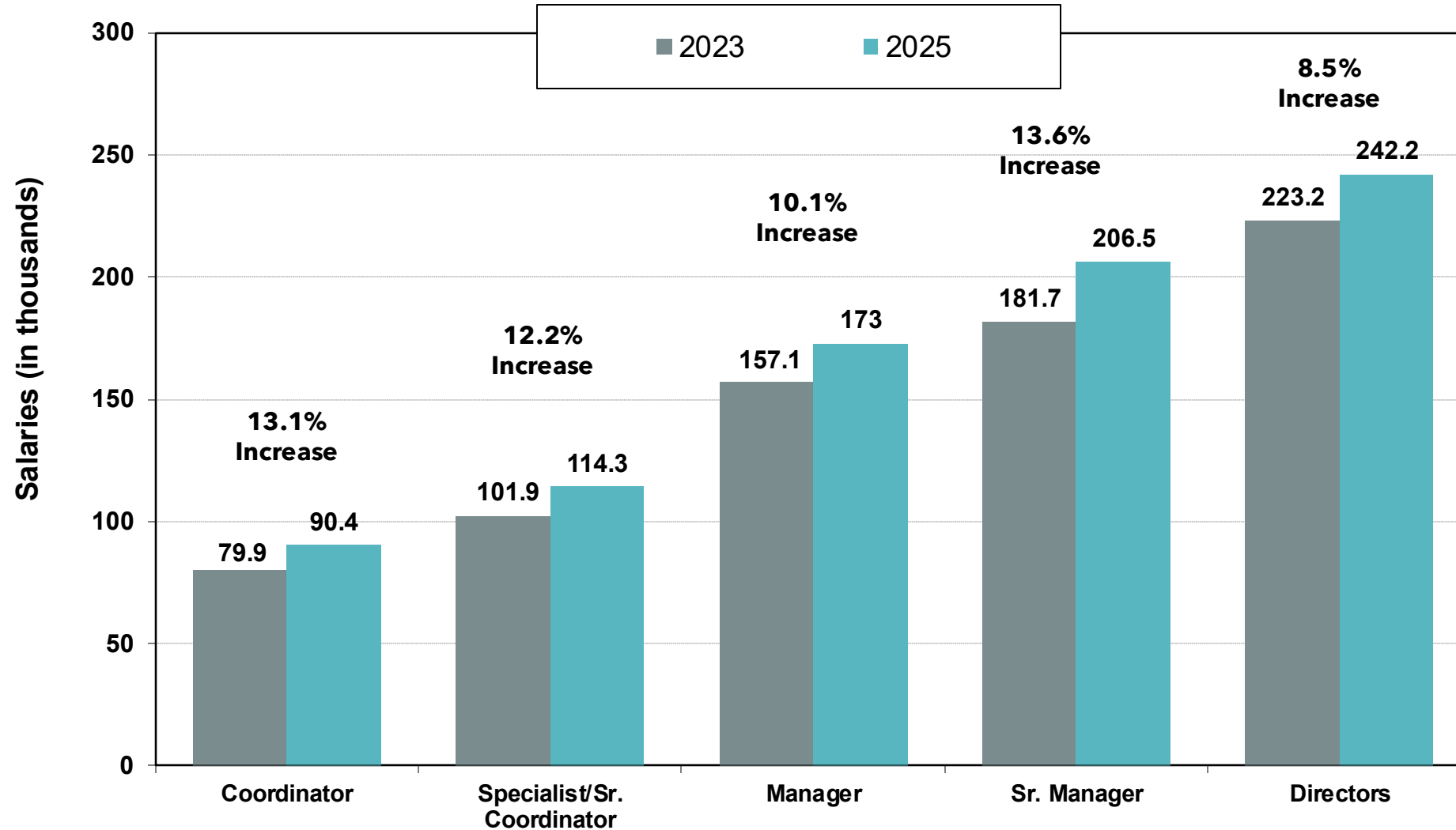
Specialist/Sr. Coordinator: 12.2% **increase**

Coordinator: 13.1% **increase**

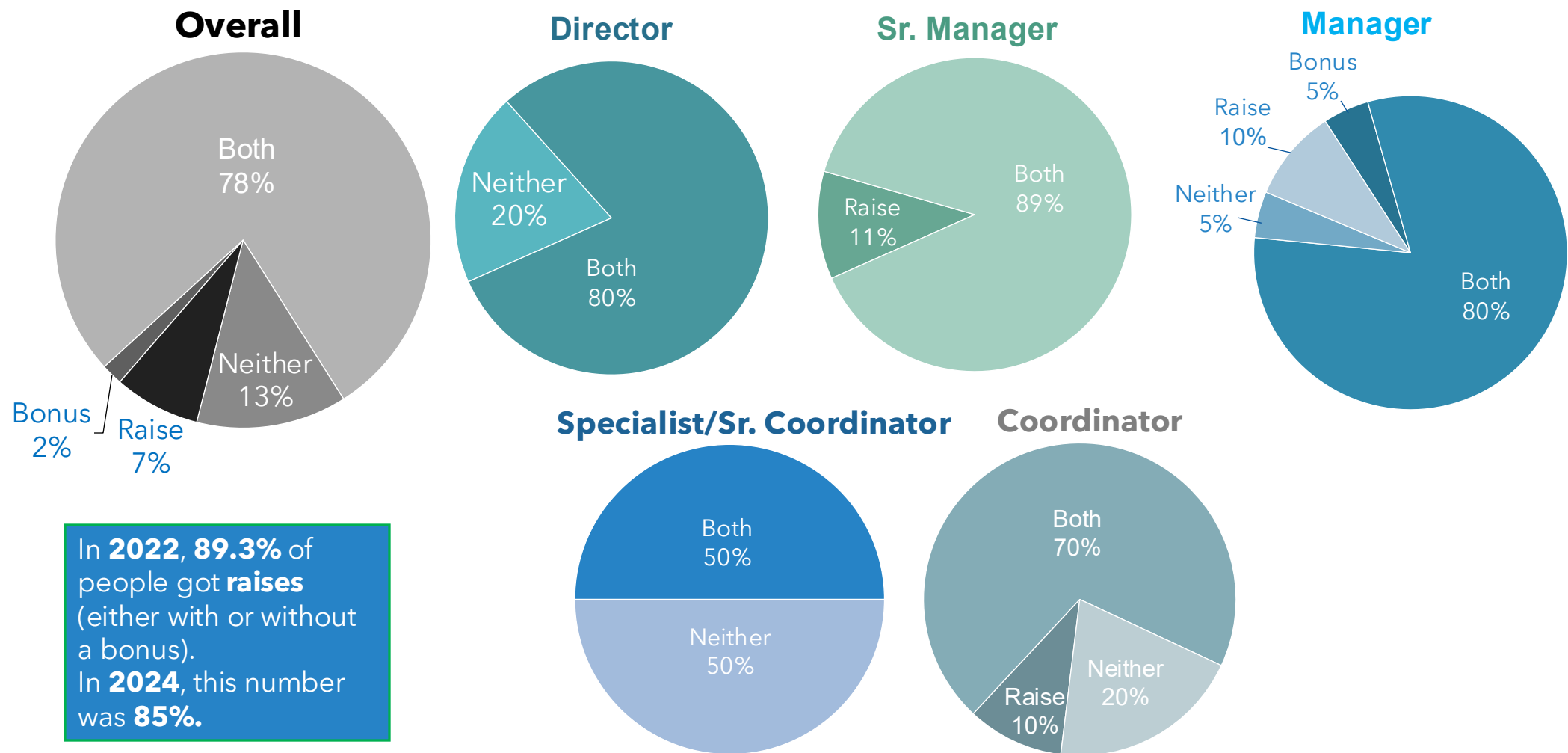
Average Salary vs. Average Years of Experience



Salary Trends: 2023 vs. 2025



Did You Receive a Bonus/Raise in 2024?



All Respondents: Average Bonus & Raise 2024

Title (# responses with salary data)	Average Bonus ('24)	Average Raise ('24)
Director (5):	\$36,075	3.5%
Sr. Manager (10):	\$22,030	6.4%
Manager (24):	\$12,695	6.3%
Specialist/ Sr. Coordinator (7):	\$5,750	7.5%
Coordinator (11):	\$2,770	3.6%

Law Firm Recruiters' Average Salaries by City

Title (# responses with salary data)	Bay Area 2025	NY 2024	LA 2024	Philly 2024
Director	\$242,200	\$279,250	\$244,750	\$190,083
Sr. Manager	\$206,450	\$204,152	\$183,192	*
Manager	\$173,030	\$164,900	\$147,285	\$120,833
Specialist/Sr Coord.*	\$114,250	\$106,821	\$103,461	\$83,601
Coordinator	\$90,400	\$84,924	\$79,846	\$68,463

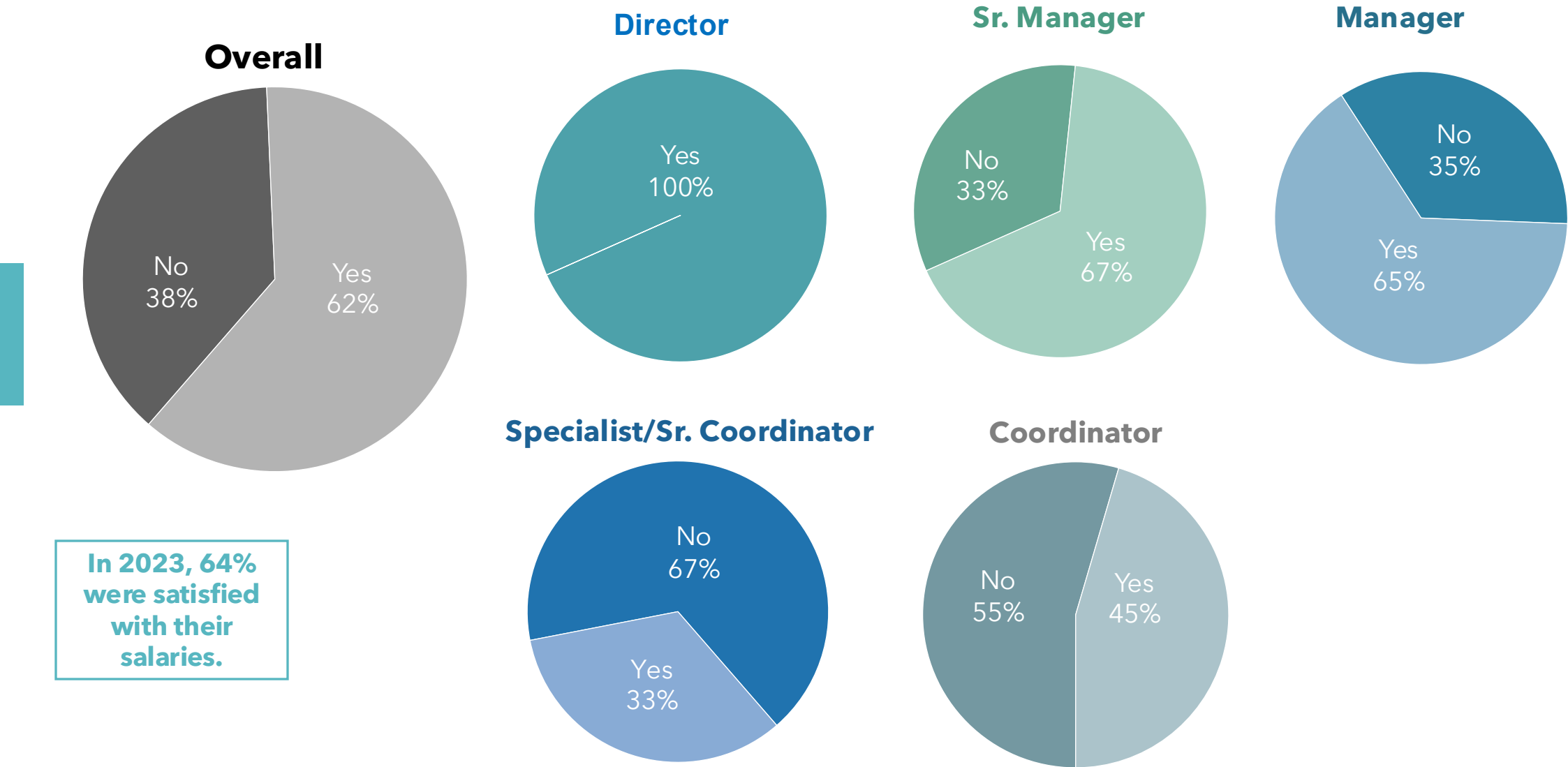
**Exempt and non-exempt titles were combined to compare with other cities.*

**Insufficient data for breakdowns*

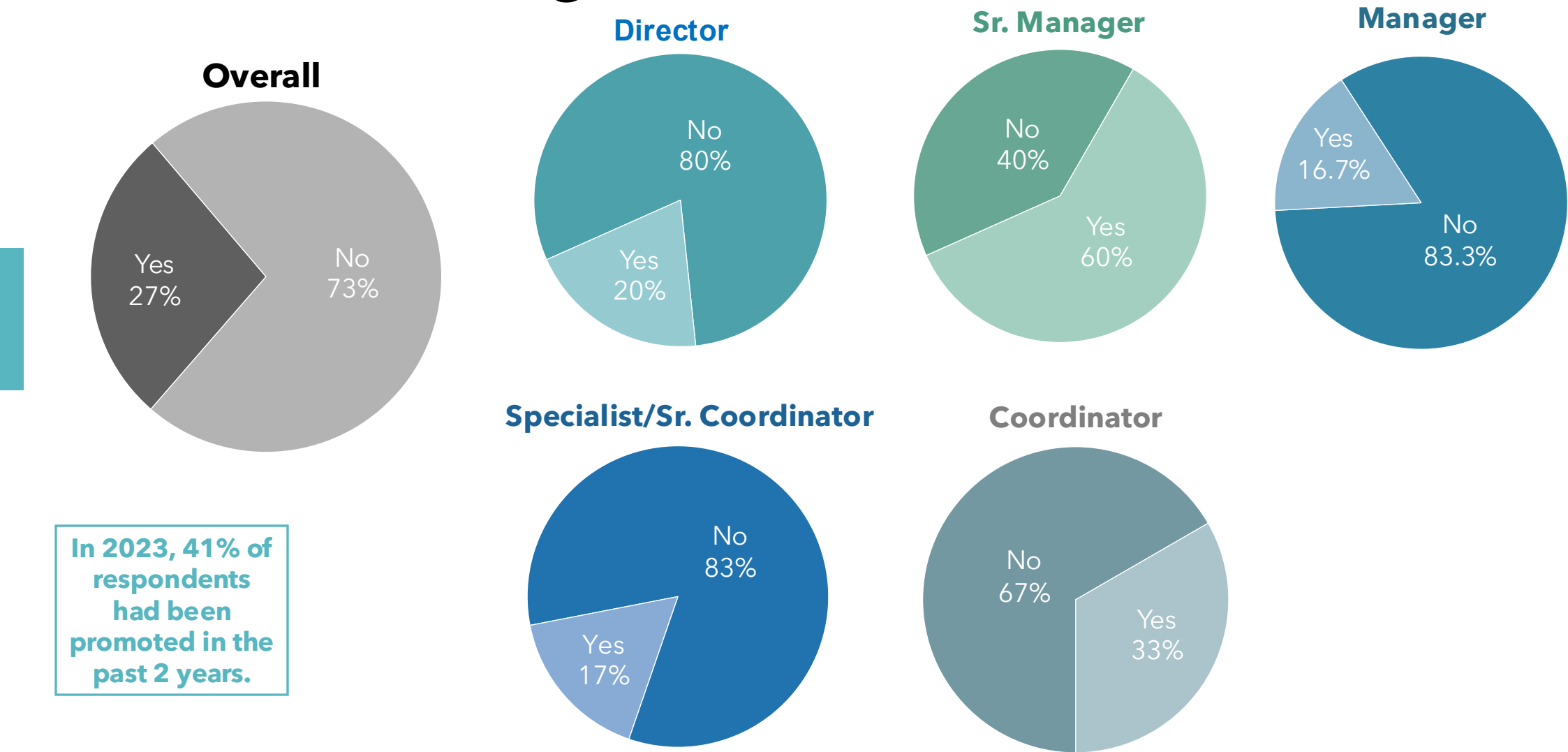
Industry Findings



Do You Believe You Are Fairly Compensated?



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



Did You Change Firms*?

30% of respondents changed firms in the past 2 years

Of those who moved:

** Respondents could list more than one reason*

**In 2023, 68%
moved for
increased salary.**

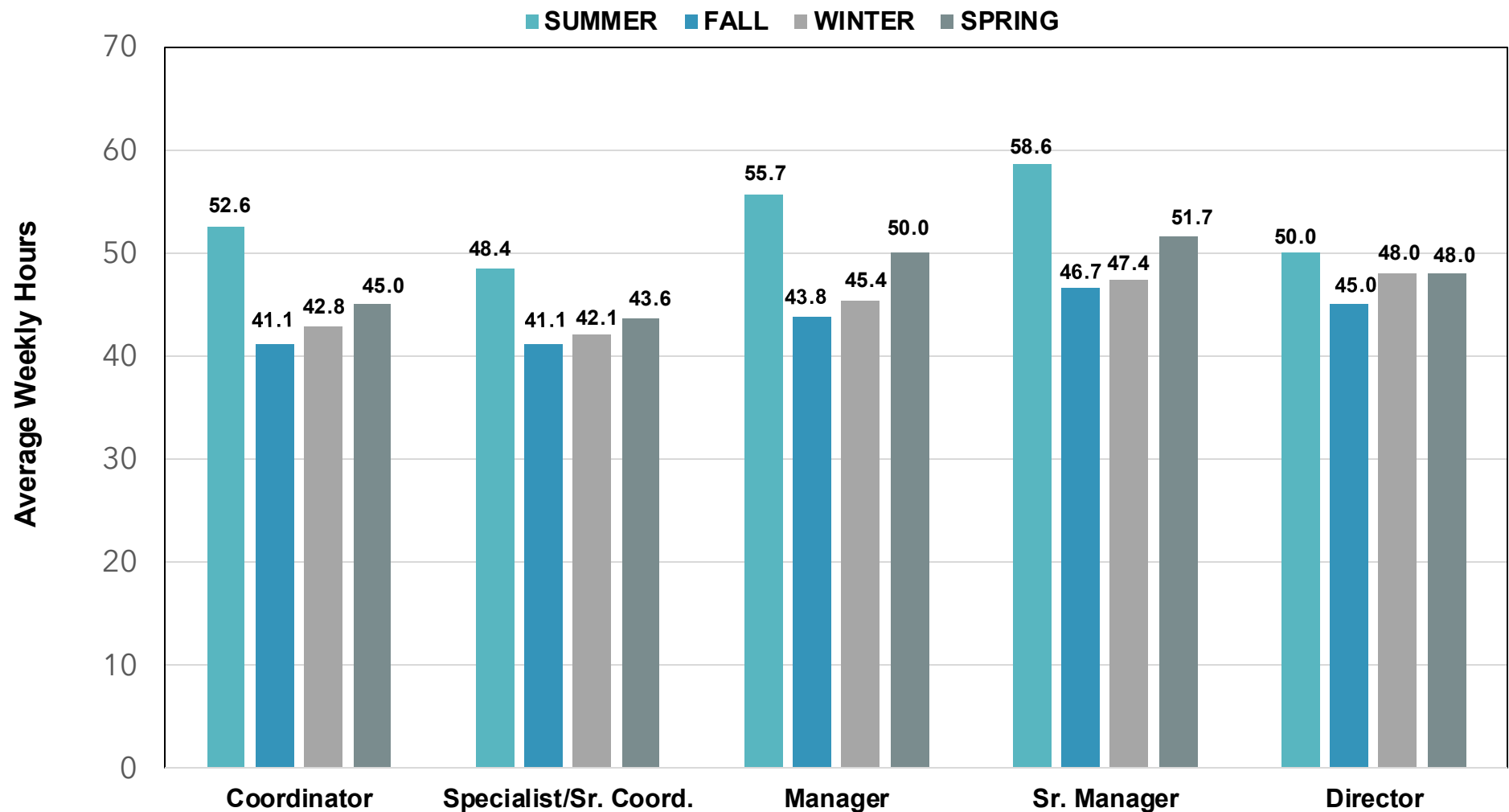
69% moved for increased salary

44% moved for a more flexible work arrangement

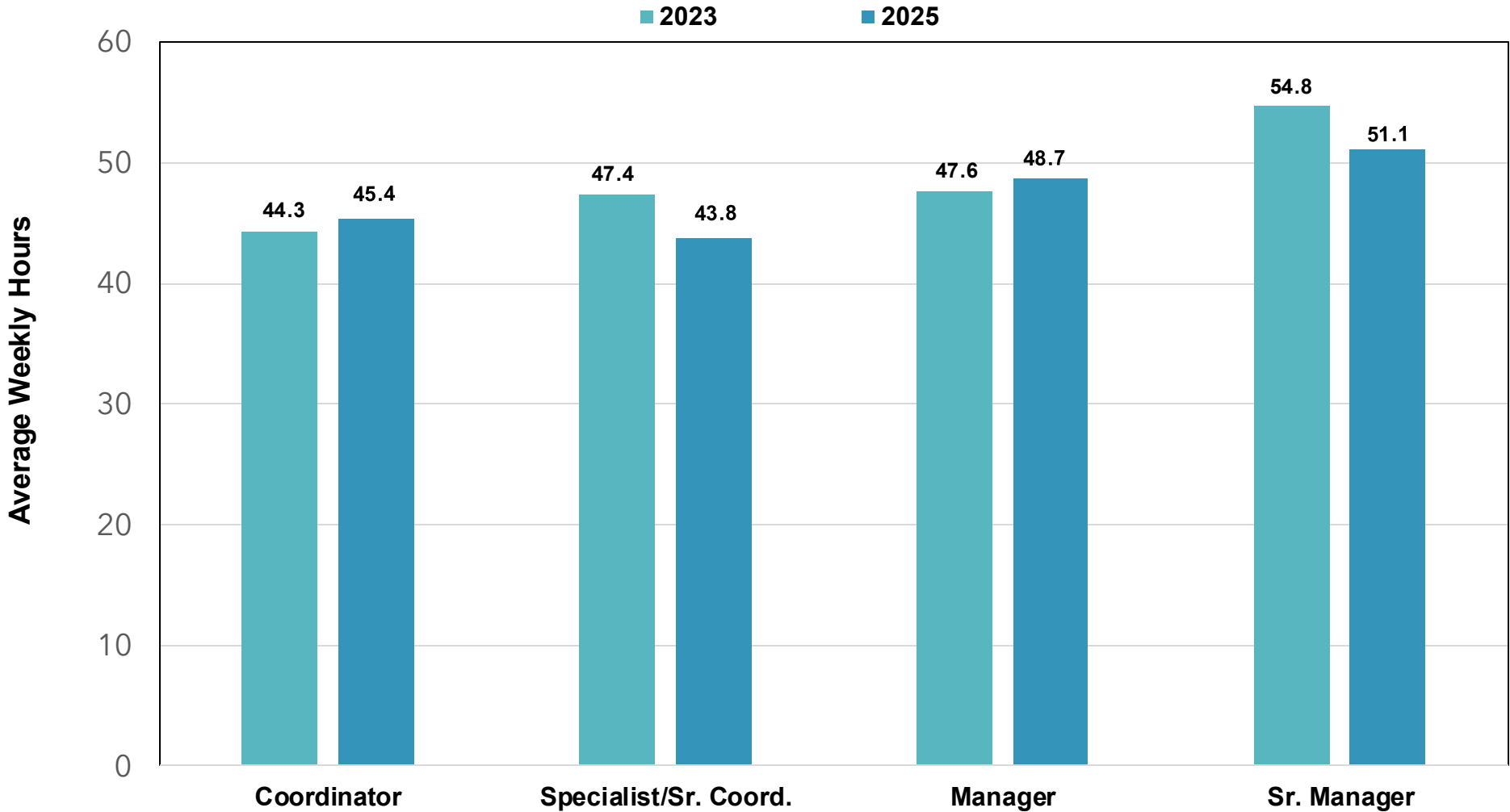
38% moved for a title change

19% moved to a new location

Average Hours Worked Per Week, Breakdown by Season



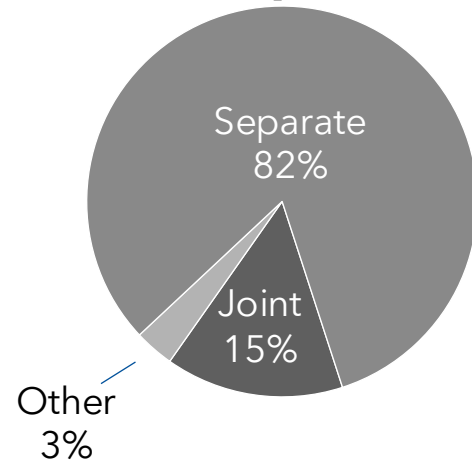
Comparison of Average Hours Worked Per Week 2023 vs. 2025



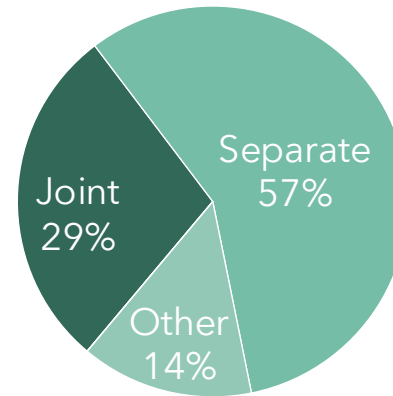
**Insufficient data
for Directors in 2023*

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

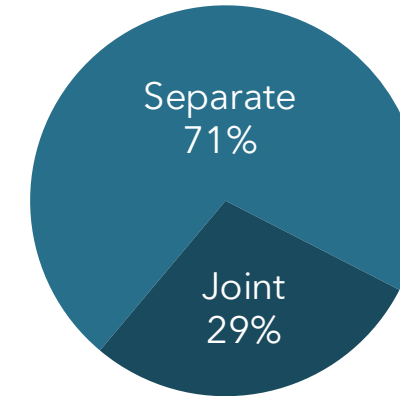
All Respondents



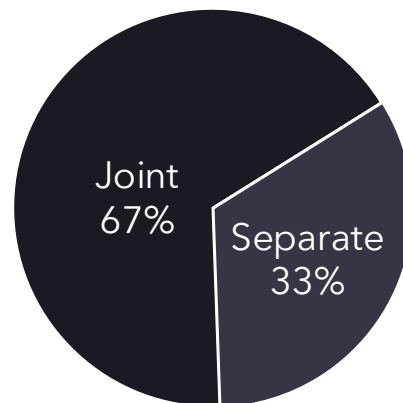
1-250



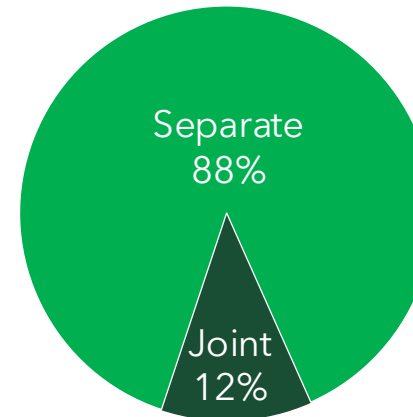
251-500



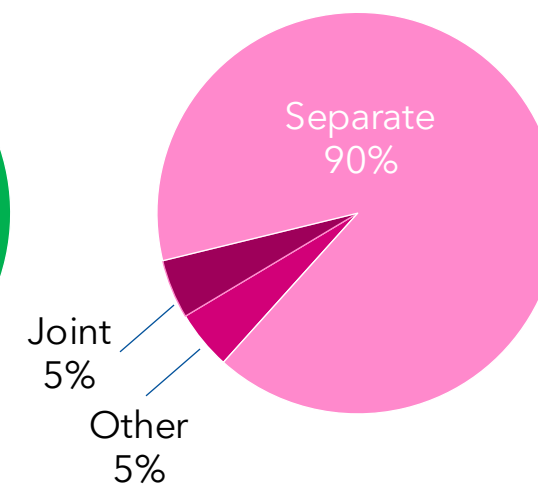
751-1000



1001-1300

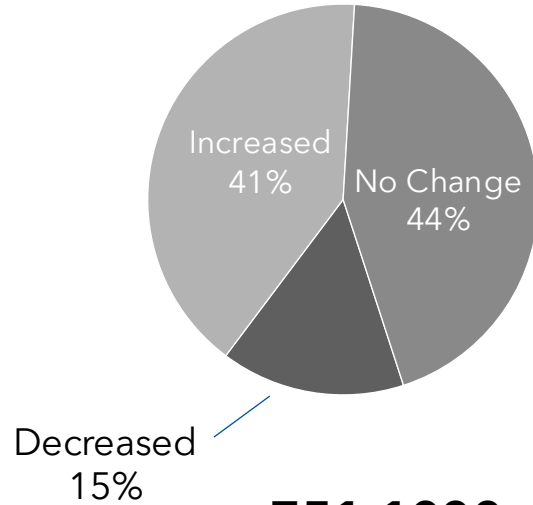


1301+

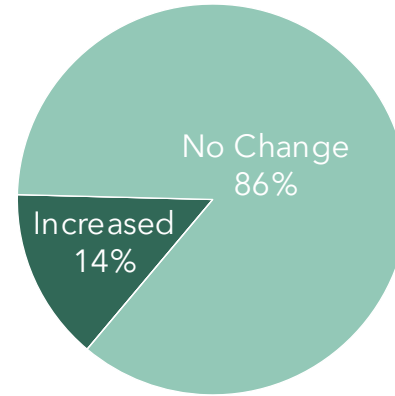


In the Past 2 Years, Has Your Department Size Changed?

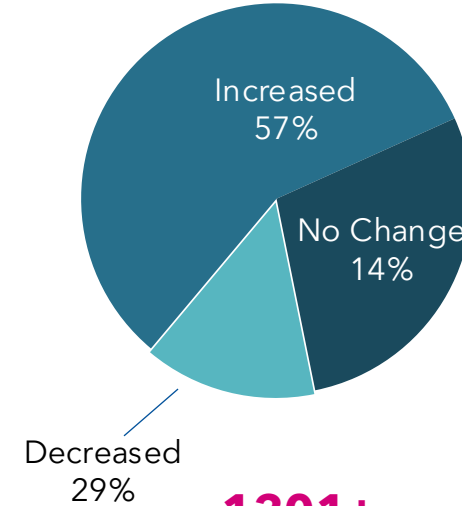
All Respondents



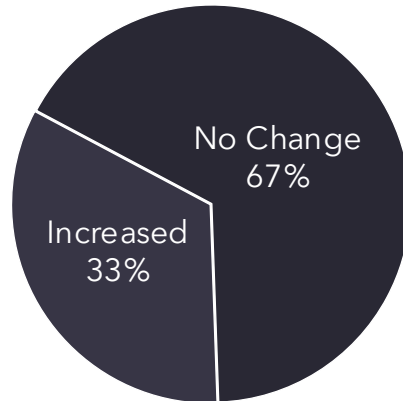
1-250



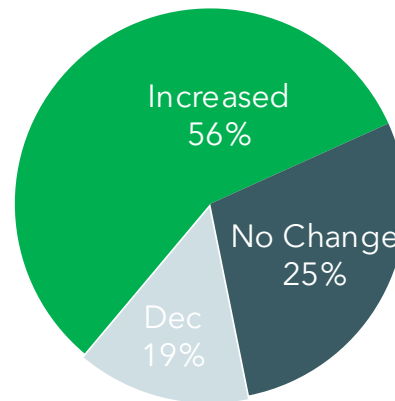
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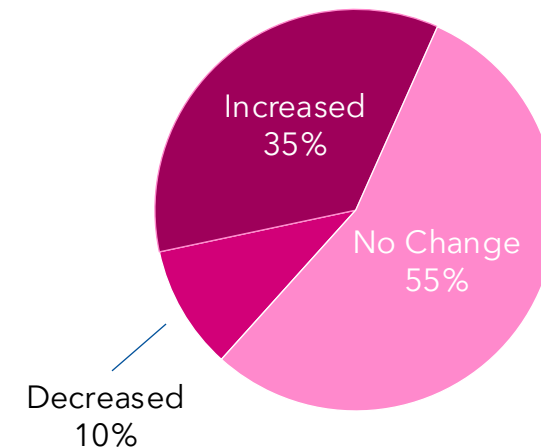
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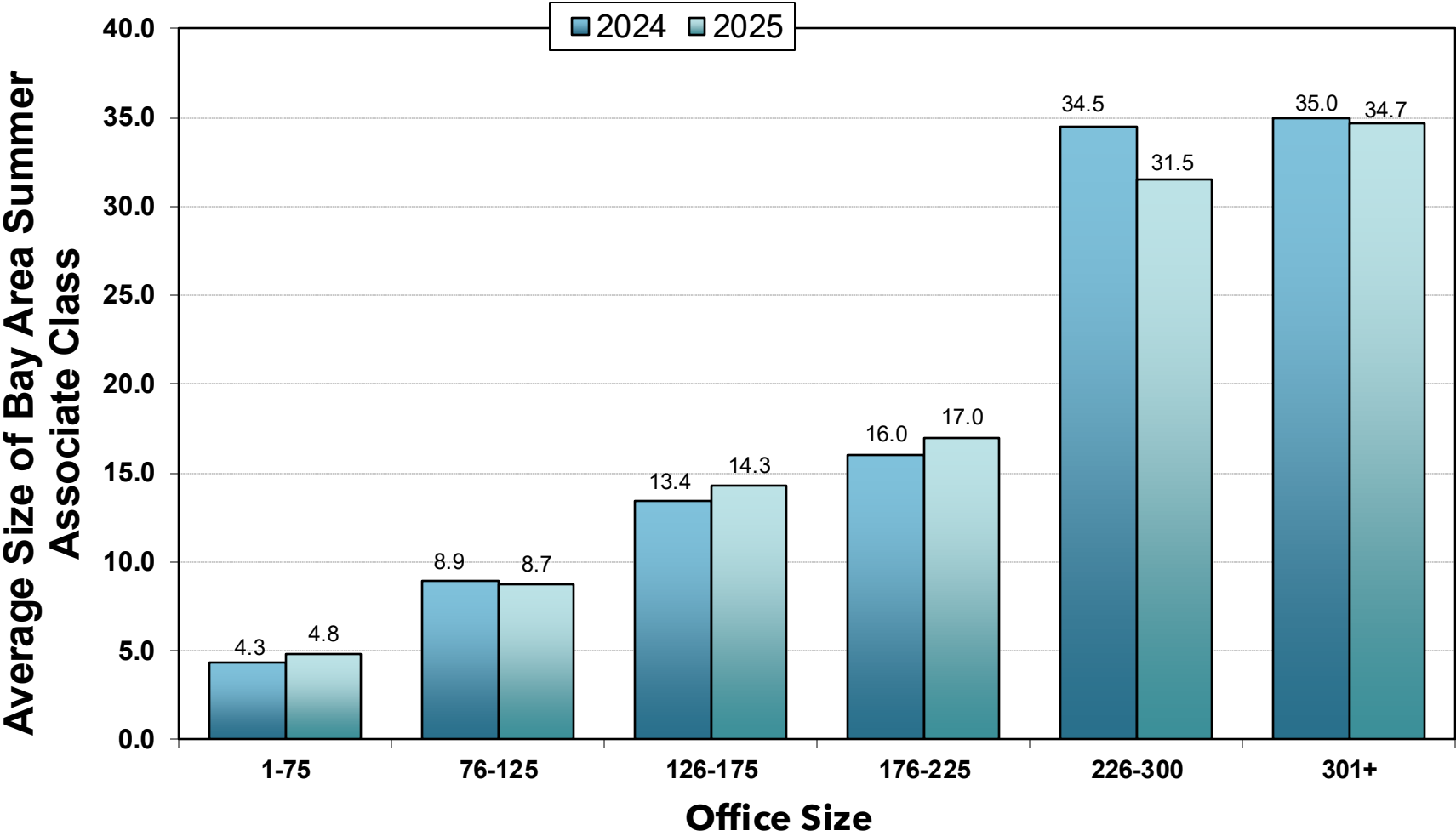
1001-1300



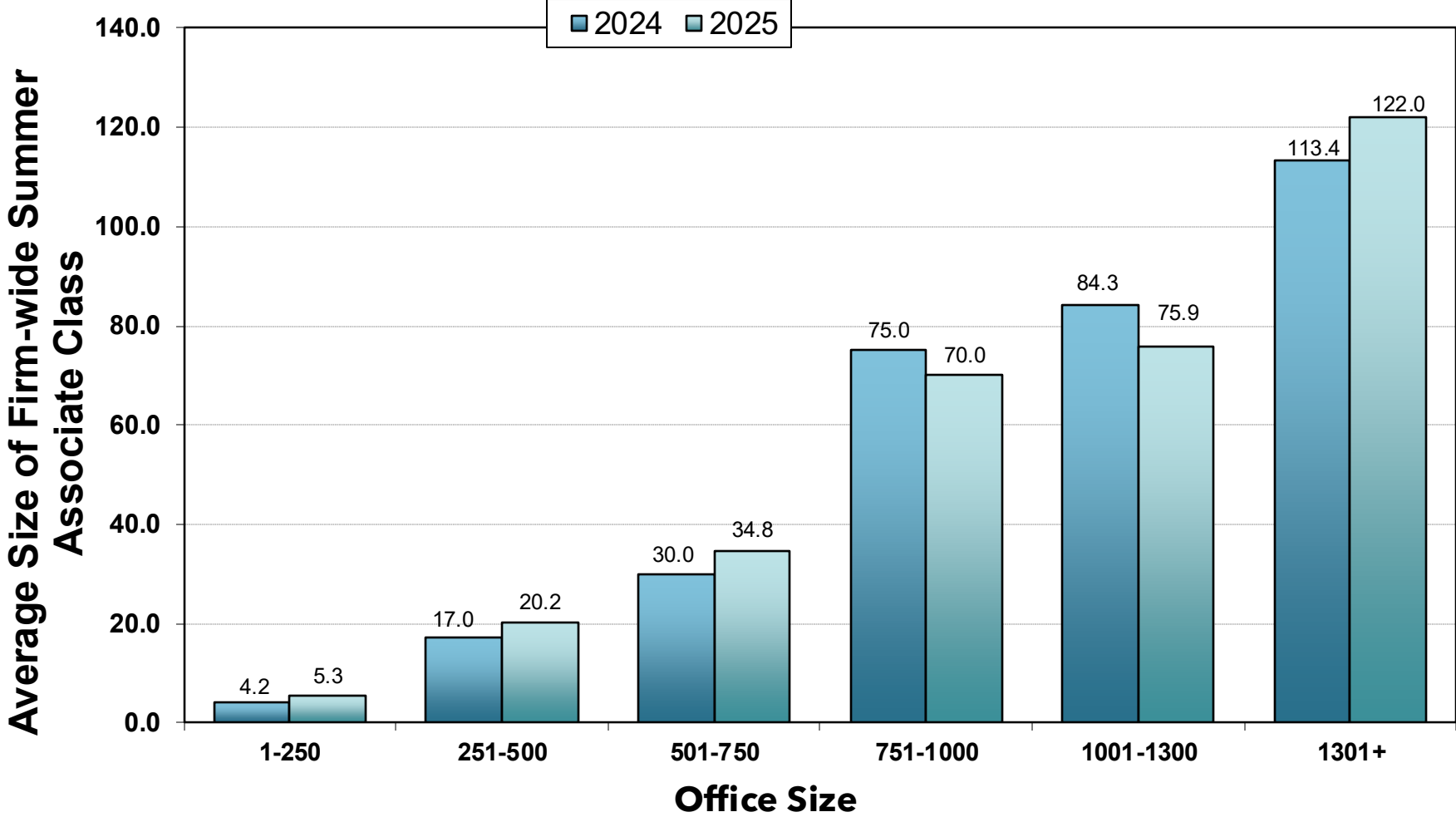
1301+



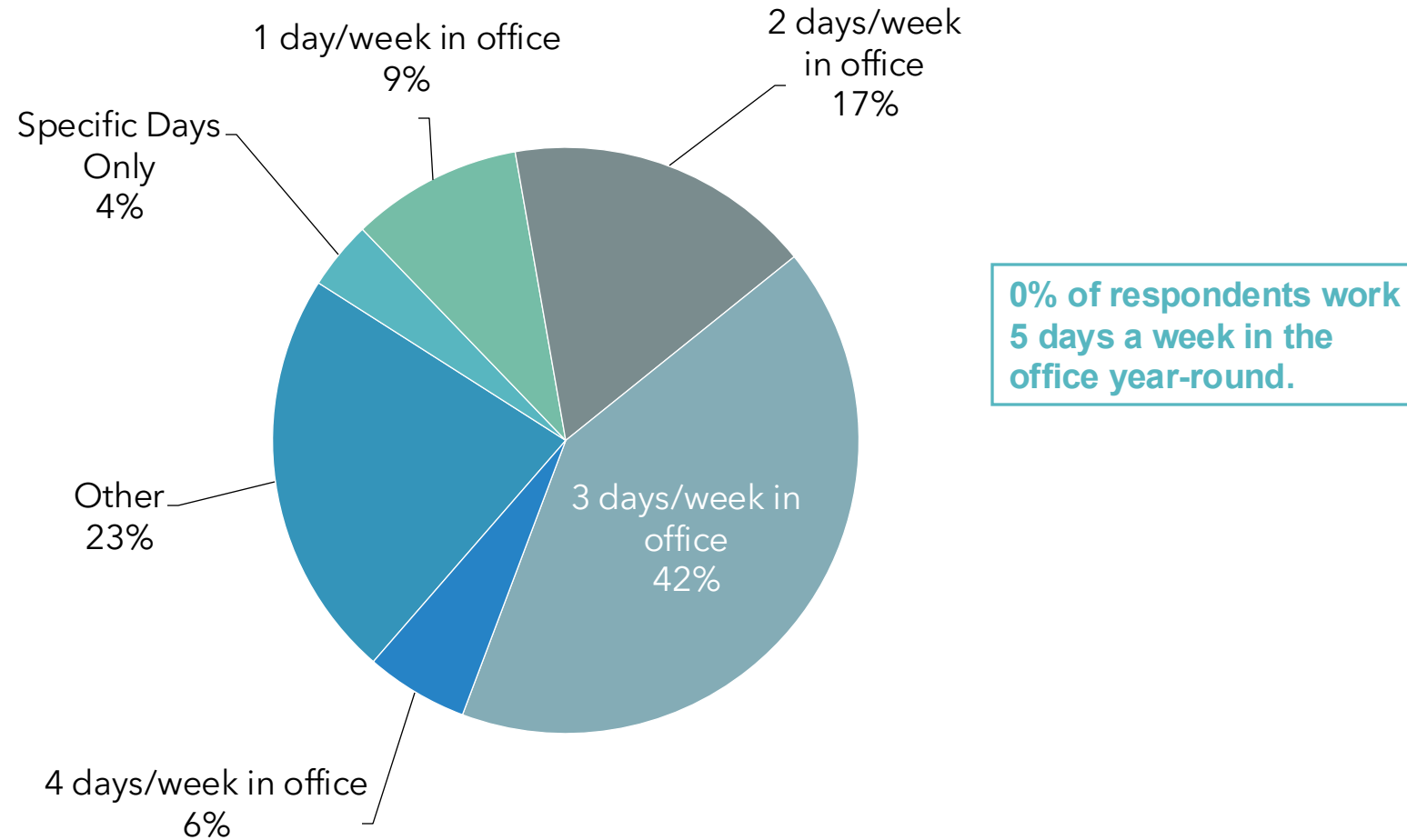
Bay Area Office Size vs. Size of Bay Area 2L Summer Associate Class: 2024 to 2025 Comparison



Firm Size vs. Size of Firm-wide 2025 2L Summer Associate Class: 2024 to 2025 Comparison



What is Your Firm's Remote Work Policy?



Summary of Interesting Survey Results



30% changed firms at least once
in the past two years

27% of respondents had been
promoted with a title change
in the past 2 years, down
from 41% in 2023

82% of Recruiting and PD
departments are separate

60% have been in
Recruiting/PD
for 8 or more years

Addendum



Average Salary by Firm Size

All Directors: 5

Avg. Salary: \$242,200

Median Salary: \$225,000

Avg. Bonus: \$36,075

Avg. Raise: 3.5%

Firm Size:

1-250

Average Salary: \$235,500

Median: \$235,500

*insufficient data for firm size breakdowns for 250+

**insufficient data for average bonus & average raise (1-250)

Average Salary, Bonus & Raise by Firm Size

All Sr. Managers: 10

Avg. Salary: \$206,450

Median Salary: \$203,000

Avg. Bonus: \$22,030

Avg. Raise: 6.4%

<u>Firm Size:</u>	<u>1001+</u>
Average Salary:	\$210,945
Median:	\$203,000
Average Bonus:	\$23,475
Average Raise:	7.33%

*insufficient data for 1-1000

Average Salary, Bonus & Raise by Firm Size

All Managers: 24

Avg. Salary: \$173,030

Median Salary: \$171,000

Avg. Bonus: \$12,695

Avg. Raise: 6.3%

<u>Firm Size:</u>	<u>1001-1300</u>	<u>1301+</u>
Average Salary:	\$162,010	\$187,170
Median:	\$161,710	\$185,000
Average Bonus:	\$12,000	\$13,375
Average Raise:	8%	5.75%

*insufficient data for 1-1000

Average Salary, Bonus, & Raise by Firm Size

All Specialists/Sr. Coordinators: 7

Avg. Salary: \$114,250 **Median Salary:** \$115,000

Avg. Bonus: \$5,750 **Avg. Raise:** 7.5%

<u>Firm Size:</u>	<u>501+</u>
Average Salary:	\$110,800
Median:	\$115,000
Average Bonus:	\$2,825
Average Raise:	3%

*insufficient data for 1-500

Average Salary, Bonus, Raise & OT by Firm Size

All Coordinators: 11

Avg. Salary: \$90,400 **Median Salary:** \$87,000
Avg. Bonus: \$2,770 **Avg. Raise:** 3.6%
Avg. OT: \$8,090

<u>Firm Size:</u>	<u>1001+</u>
Average Salary:	\$91,510
Median:	\$87,000
Average Bonus:	\$2,433
Average Raise:	3.33%

*insufficient data for 1-1000

Benefits Received

- 39.5% of Firms allow employees to work part-time.
- 65.9% of Firms provide Flex Days.
- 74.5% of Firms provide backup daycare, and 4.7% of Firms have onsite daycare.
- 63.3% of Firms provide a mobile device to employees, while 75.5% offer mobile service.
- 98.0% of Firms provide employees with computers/laptops.
- 72.9% of Firms offer transportation discounts, mileage reimbursement, or transportation stipends.
- 65.3% of Firms offer a Health Club membership or discount.
- 98.0% of Firms provide a flexible spending account.
- 100% 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.
- 51.0% of Firms offer free parking.

Benefits Received: Average Days Paid Time Off (PTO)

PTO includes Vacation, Sick and Personal Days

<u>Title</u>	<u>Average (days)</u>	<u>Median (days)</u>
Director:	21.4	20
Sr. Manager:	25.9	22
Manager:	26.3	25
Coordinator:	21.5	22.5

There was one respondent who received unlimited PTO.

*insufficient data for
Assistant & Specialists

Benefits Received:

Average Parental Leave Days

<u>Title</u>	<u>Average Parental Leave (days)</u>	<u>Median Parental Leave (days)</u>
Senior Manager:	80	80
Manager:	70	70
Coordinator	44	60

*insufficient data for Directors; Sr. Managers; Specialists

BALRA Salary Survey

September 2025

