

Compensation Report: U.S. Law Firm Marketing, Business Development & Communications



J. Johnson Executive Search & ALM Legal Intelligence

This report examines marketing, business development and communications compensation within U.S. law firms. The analysis was conducted through primary and quantitative research.



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Foreword

J. Johnson Executive Search (JJES) is pleased to partner with American Lawyer Media's Legal Intelligence division to address an always top of mind topic: compensation. In the course of our work, we invest a large amount of time speaking with law firm leadership to uncover the trending challenges and opportunities in the ever-changing field of law firm marketing and business development. A frequent request from our clients is that we provide meaningful data that can be used to benchmark compensation. It was our pleasure to commission this survey on their behalf.

The goal of this survey was to provide the most accurate and current salary and bonus information for heads of marketing departments and human resources teams to rely on as they make decisions regarding compensation structures that will make their firms as competitive as possible in today's aggressive hiring market. It was intentionally brief in an attempt to grab the attention of the busy professionals we were targeting. It worked. We had nearly 500 responses which have allowed us to take a much deeper dive than similar surveys of its kind published in recent years.

Firms can and should place a high value on finding the right fit between them and their top marketing executives. In a tight market, where an all-out talent war is common, compensation is often the competitive advantage. For firms to win they must put their best foot forward; compensation should not be an afterthought.

JJES helps its clients understand the importance of their significant investments. We scour the marketplace for trends that inform our recommendations to clients about where to target resources and which types of candidates to fill roles. We are always on the lookout for the best and brightest marketing minds from within and outside the industry. As we unveil the results of the JJES Legal Marketing, Business Development and Communications Compensation Report, we hope this data significantly advances the important dialog between law firm leaders and the executives who help advance their strategies.

Sincerely,



Jennifer Johnson Scalzi
President
J. Johnson Executive Search, Inc.

Preface

The Legal Marketing, Business Development and Communications Compensation Report is a report published by ALM Legal Intelligence in collaboration with J. Johnson Executive Search, Inc. (JJES). ALM Legal Intelligence designed and gathered the necessary salary data focusing on marketing and administered the online survey. JJES conducted interviews in order to access and explore further the information provided by the participants.

As you review the data, you will notice the absence of published information on CMO salaries. After performing several different calculations and spending a significant amount of time weighing options, we were unable to find a way to present this specific data point that would both protect respondents' anonymity and preserve the integrity of the data. We have deep roots in this industry and maintaining our trusted relationships is paramount. To honor our commitment to provide all of the data to interested survey respondents, Jennifer Scalzi would be pleased to speak with you about CMO salary information on a one-to-one, confidential basis.

Craig Savitzky was the survey editor, Antoinette Cocorinos was the data specialist and analyst, Jennifer Scalzi the point person and project manager.

On behalf of JJES and ALM, we thank everyone who participated in the survey.

October 2015

Methodology

This survey was conducted in order to provide a benchmark for legal marketing, business development and communications compensation across the U.S. For the purpose of brevity, we used “marketing” as a catch-all word. The survey was conducted between the months of July and August 2015. The data was gathered through an online questionnaire that was sent out to law firm contacts.

Geographic designations were based upon the city locations for those with 10 or more responses. For those with less than 10 responses, the data was grouped by State or by Region. Further, those who did not list their city location or gender in their response were not included in the geographic breakdown. Ultimately, the data has been broken down by 14 locations.

The size of the firms have been broken down based upon the total lawyer count:

- ◆ 1000+
- ◆ 700-999
- ◆ 400-699
- ◆ 200-399
- ◆ 100-199
- ◆ Under 100

Because the industry has a wide range of titles and departmental structures, in order to maintain confidentiality and to achieve accuracy of the report, the job titles have been grouped as follows:

- ◆ Director
 - Director of Business/Practice Development
 - Director of Business/Practice Development & Marketing (and the inverse)
 - Director of Client Development
 - Director of Client Service
 - Director of Communications
 - Director of Marketing Communications
 - Director of Marketing Operations
 - Director of Public Relations
 - Head of Business/Practice Development
- ◆ Senior Manager
 - Associate/Assistant Director
 - Senior Business/Practice Development Manager
 - Senior Client Services Manager
 - Senior Marketing Manager
 - Senior Marketing & Communications Manager
 - Senior Media/Public Relations Manager
 - Senior Proposal Manager

- ◆ Manager
 - Client Development Manager
 - Marketing Manager
 - Business/Practice Development Manager
 - Marketing & Business/Practice Development Manager (and the inverse)
 - Marketing & Communications Manager
 - Events Manager
 - Proposal Manager
 - Public Relations Manager
 - Marketing Technology Manager
 - Competitive Intelligence Manager
- ◆ Specialist/Senior Coordinator
- ◆ Coordinator
- ◆ Assistant

Moreover, the job title 'Strategist' is used for a wide range of levels across firms and markets. We assessed these responses individually, and based on salary and years of experience, have allocated them to the most relevant title in that market, including Director, Manager or Coordinator, as appropriate.