



Salary Guide H2 2024

**Legal
BD, Marketing & Communications**

New York

ambition
Building Better Futures

Welcome to Ambition's salary guide for Legal BD, Marketing & Communications.

The salary data in this guide is drawn from the salaries of roles we have actively recruited for this year as well as from market data.

You will notice that the salary bandings are relatively broad, reflecting the differences in firm sizes and their respective pay scales.

For more tailored advice, whether for yourself or your team, please contact us directly.

Market update

We have seen a strong demand for Legal BD & Marketing talent this year, with roles consistently hitting the market. Salaries at management level have stabilized at a fairly consistent rate.

The non-management sphere has seen more volatility, perhaps unsurprisingly, as this is a higher volume area of the market. Additionally, there's a noticeable shortage of talent with 3-4 years of experience due to the hiring freeze during the pandemic. Consequently, many firms have had to broaden their criteria to fill vacancies.

At executive levels beyond senior management, salaries can vary significantly. Due to the rarity of these roles in the job market, one key factor influencing the salary range is the extent of people management responsibilities. Consequently, not all titles are equivalent in terms of compensation.

The team at Ambition are always happy to answer any questions you may have about the market so please don't hesitate to contact us if we can be of assistance.



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BD, Marketing & Communications Salaries in Law firms

New York - H2 2024

Job title	Annual salary range (USD)
Business Development & Marketing	
Business Development / Marketing Director	\$275,000 - \$360,000
Associate Business Development / Marketing Director	\$230,000 - \$320,000
Senior Business Development / Marketing Manager	\$190,000 - \$265,000
Business Development / Marketing Manager	\$150,000 - \$225,000
Business Development / Marketing Senior Specialist	\$125,000 - \$155,000
Business Development / Marketing Specialist	\$110,000 - \$145,000
Business Development / Marketing Senior Coordinator	\$75,000 - \$115,000
Business Development / Marketing Coordinator	\$55,000 - \$80,000
Communications	
Communications Director	\$240,000 - \$310,000+
Senior Communications Manager	\$190,000 - \$260,000
Communications Manager	\$150,000 - \$210,000
Communications Specialist	\$100,000 - \$145,000
Communications Coordinator	\$70,000 - \$95,000
Events	
Senior Events Manager	\$170,000 - \$220,000+
Events Manager	\$145,000 - \$200,000
Events Specialist	\$100,000 - \$140,000
Events Coordinator	\$70,000 - \$95,000
Bids/Pitches	
Senior Bid Manager	\$185,000 - \$260,000
Bid Manager	\$155,000 - \$210,000
Bid Specialist	\$110,000 - \$145,000
Bid Coordinator	\$60,000 - \$95,000

Notes on salary table

1. Titles and levels may vary from firm to firm
2. The salary ranges given are only approximate guides. For tailored salary advice, please contact us directly.
3. 12-month base salaries are assumed.
5. All other benefits and bonuses are in addition to these figures.
6. Bonus ranges can vary significantly from firm to firm and will be influenced by market conditions, business and individual performances.

The Ambition BD, Marketing & Communications team



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