



Salary Guide H2 2024

**Legal
BD, Marketing & Communications**

Washington D.C.

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

In the Washington D.C. market, there has been a steady supply of roles throughout the year, with a higher number focusing on regulatory and governmental positions, which is typical for this area.

From personal observations, there seems to be a slight increase in the upper end of the management salary banding, however it is difficult to determine if this has led to significant salary jumps. With the Pay Transparency Act coming into effect in June, it will be easier to track a broader range of roles. Nonetheless, I anticipate firms will continue to list very broad salary ranges for these positions, similar to other locations where the act is already in place.

Similar to other markets, the non-management level, especially those Specialist level titles, has seen the most significant increase. This is largely due to the shortage of talent with 3-4 years of experience, a consequence of the hiring freeze for junior positions during the height of the pandemic. Firms have had to adapt to this gap in the talent pool.

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 Washington D.C. - H2 2024

Job title	Annual salary range (USD)
Business Development & Marketing	
Business Development / Marketing Director	\$240,000 - \$350,000+
Associate Business Development / Marketing Director	\$210,000 - \$300,000
Senior Business Development / Marketing Manager	\$170,000 - \$250,000
Business Development / Marketing Manager	\$140,000 - \$210,000
Business Development / Marketing Senior Specialist	\$115,000 - \$140,000
Business Development / Marketing Specialist	\$100,000 - \$130,000
Business Development / Marketing Senior Coordinator	\$75,000 - \$105,000
Business Development / Marketing Coordinator	\$60,000 - \$80,000
Communications	
Communications Director	\$230,000 - \$300,000+
Senior Communications Manager	\$175,000 - \$250,000+
Communications Manager	\$140,000 - \$200,000
Communications Specialist	\$100,000 - \$135,000
Communications Coordinator	\$65,000 - \$90,000
Events	
Senior Events Manager	\$165,000 - \$200,000
Events Manager	\$135,000 - \$200,000
Events Specialist	\$100,000 - \$135,000
Events Coordinator	\$70,000 - \$90,000
Bids/Pitches	
Senior Bid Manager	\$170,000 - \$250,000+
Bid Manager	\$145,000 - \$200,000
Bid Specialist	\$100,000 - \$140,000
Bid Coordinator	\$60,000 - \$90,000

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.

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