

2019 Salary guide: Business development, marketing and communications

Through our extensive recruitment experience and strong network with clients and candidates, we compile and analyse comprehensive year-on-year (YoY) data to advise you of the most accurate, current and informative salary ranges across professional services roles nationally.

Our 2019 salary guide is more detailed than ever before, highlighting observations and drivers of change, key figures and further detail on roles within the top 10 law firms. This guide covers business development (BD), marketing and communications professionals across legal, accounting, consulting and engineering in Australia.

Key observations and drivers of change

- 1 The demand for junior BD candidates continues to increase, driving salary growth and additional headcount at Coordinator, Executive and Advisor-levels. Bid roles at these levels across all sectors are also on the rise.
- 2 Generation Y professionals now firmly sit at Manager-level and continue to expect unrealistic salaries, leading to disrupted recruitment processes and Partner pushback.
- 3 Recruiting outside professional services is becoming more normal for junior roles as firms look to capitalise on lower salaries and a more diverse candidate pool.
- 4 Junior to mid-level BD professionals in large law firms often earn more than lawyers with the same years' experience.
- 5 There is continued interest from lawyers and consultants seeking to transition into BD, and surprisingly these people are almost always looking outside their current firm for these opportunities.
- 6 Candidates looking to move outside the legal sector continue to be attracted to the Big 4 and engineering firms despite lower salaries.
- 7 Marked increase in specialist marketing, communications and digital roles in the legal sector are enticing candidates from other industries. We anticipate ongoing demand for data-driven marketers who can actively influence lead generation and pursuits.
- 8 An increase in less senior Manager, Associate Director and Director-level roles has led to a slight decrease in YoY average salaries, including within marketing and communications.
- 9 Client facing roles pay the highest premium at Senior Manager and Director-level. Despite a strong supply of willing candidates, the pool of talent with relevant client facing experience is small.
- 10 Generous bonus structures based on individual performance are becoming more commonplace.
- 11 'New-law' is opening greater sales opportunities for client facing professionals, driving salary growth and creating alternate career paths.
- 12 Contract and project-based work is on the rise as firms look to bring in specialists for short-term projects (usually between 3-6 months). The majority of recent projects are centred around tender and bid management in legal and engineering.

2019 in numbers

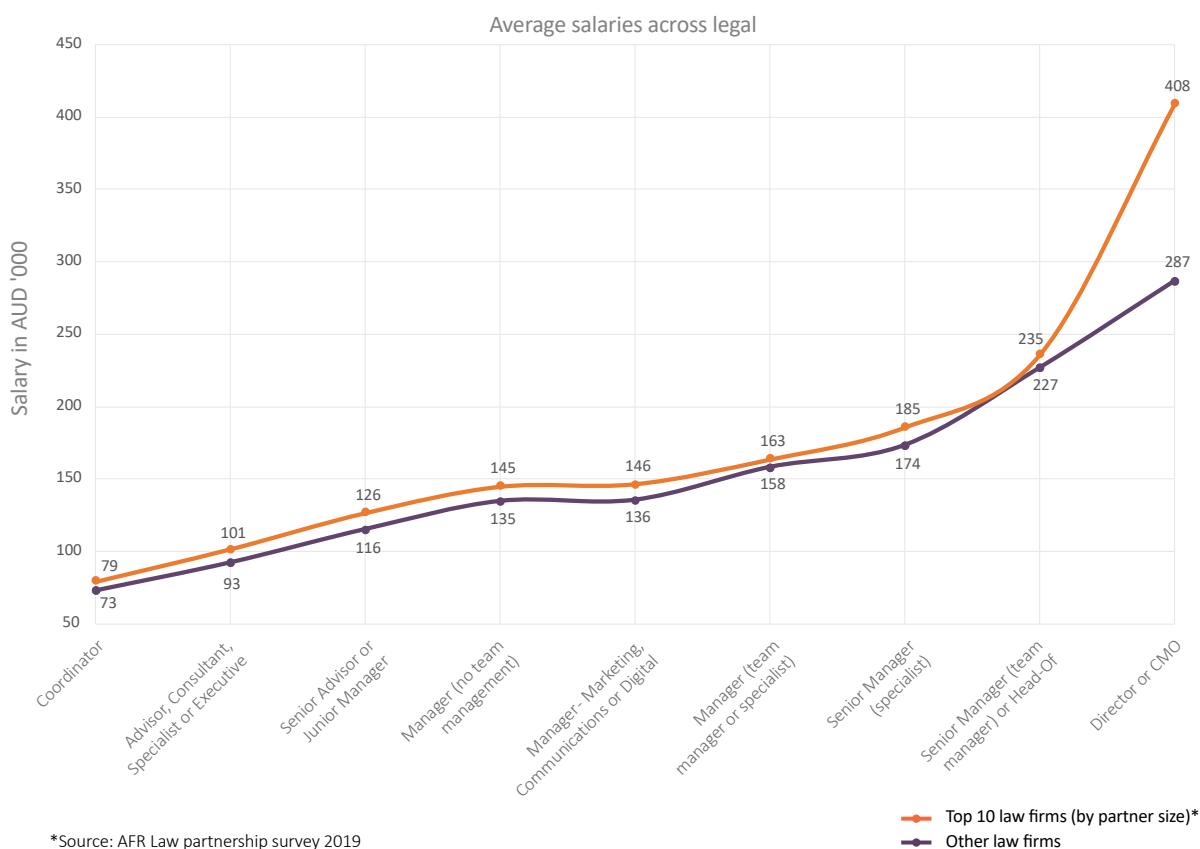
The below tables are an indicative guide to current salary bands for business development, marketing and communications across legal and other professional services in Australia.

Legal – permanent roles

Level	Min salary	Max salary	Avg salary	% Change YoY avg salary
Coordinator	60,000	100,000	75,000	1.2%
Advisor, Consultant, Specialist or Executive	75,000	130,000	95,000	2.1%
Senior Advisor or Junior Manager	100,000	140,000	117,000	0.0%
Manager (no team management)	120,000	180,000	139,000	1.1%
Manager - Marketing, Communications or Digital	120,000	170,000	140,000	-2.1%
Manager (team manager or specialist)	135,000	200,000	160,000	-2.6%
Senior Manager (specialist)	160,000	230,000	179,000	2.9%
Senior Manager (team manager) or Head-Of	180,000	300,000	231,000	7.3%
Director or CMO	220,000	550,000	351,000	4.8%

Comparing the top 10 law firms with the rest

The below chart compares the average business development, marketing and communications salaries in legal between the top 10 law firms (by partner size)* and the rest. As to be expected, the top 10 sit slightly higher across the board, with a large jump at the CMO-level.



Other professional services – permanent roles

Level	Min salary	Max salary	Avg salary	% Change YoY avg salary
Coordinator	60,000	90,000	77,000	-0.2%
Advisor, Consultant, Specialist or Executive	80,000	120,000	95,000	2.2%
Manager (no team management)	110,000	150,000	130,000	-1.9%
Manager - Marketing, Communications or Digital	110,000	160,000	138,000	0.4%
Associate Director or Senior Manager	140,000	200,000	159,000	-4.1%
Director or Head-Of	180,000	300,000	231,000	-4.5%
Executive Director	275,000	500,000	350,000	0.0%

Contract and project-based work across all professional services

Level	Min hourly rate	Max hourly rate	Avg daily rate
Executive, Specialist or Manager	75	150	800
Consultant – mid	150	300	1200
Consultant – senior	300	800	4000

Table notes

- All figures are in AUD.
- Salary figures represent the total annual salary package (base and superannuation) and exclude bonuses and other financial rewards.
- The contract and project-based daily rate assumes an eight hour work day.
- Figures, average salary data and average daily rate are based on our salary research and specialised industry knowledge.
- Role titles and levels differ across every firm.

We welcome the opportunity to confidentially discuss salary bandings with individuals, hiring managers and human resources teams. Feel free to contact the Dalton Handley team to discuss further.

Explaining job titles

Roles and titles differ across all firms. For example, a 'Coordinator' in one firm would operate successfully as an 'Advisor' in others, and therefore should be remunerated accordingly. We have broken down each level below, highlighting the common title banding for experience in years.

Level	Average years' experience	Key role responsibilities
Coordinator	1-3	<ul style="list-style-type: none"> ▪ Supports on all areas detailed below and usually works across a variety of practice groups, sectors and/or clients.
Advisor, Consultant, Specialist or Executive	3-5	<ul style="list-style-type: none"> ▪ Assists on a practice group, sector and/or client, including implementing plans and strategies to drive revenue growth. ▪ Assists on all types of projects including tenders, client initiatives, profile raising opportunities, thought leadership and events. ▪ Leads on smaller initiatives such as tenders, capability statements, events, thought leadership and collateral. ▪ Manages directory and award submissions. ▪ Works directly with Partners and other fee earners. ▪ Supports Managers and Senior Managers.
Senior Advisor or Junior Manager	4-6	<ul style="list-style-type: none"> ▪ As above with additional Manager-level responsibilities. ▪ A stepping stone to Manager and a great way to retain strong candidates.

Manager (no team management)	5-7	<ul style="list-style-type: none"> As above however leads and manages all elements and is responsible for developing strategic plans and initiatives. Provides advice to Partners on opportunities and key clients. Collaborates across groups to identify cross-selling opportunities. Mentors junior team members.
Manager - Marketing, Communications or Digital	5-7	<ul style="list-style-type: none"> Develops and implements marketing and/or communications plans. Drives business growth through campaigns and initiatives, usually content-led. Works alongside BD and subject matter experts to develop key messages and value propositions. In some roles, responsible for all internal and external communications including PR, reputation management and media. Data-driven, client-centric and has a strong understanding of digital. Coaches and mentors the firm in effective campaigns and content.
Manager (team manager or specialist) or Associate Director	7+	<ul style="list-style-type: none"> An experienced sector, practice group or key client professional. Develops and implements practice group, sector and client plans alongside Partners. Manages key pursuits, panel tenders and client initiatives, usually with the assistance of junior team members. Works closely with other groups to proactive drive cross-selling opportunities. Coaches, influences and works alongside Partners. Manages, mentors and develops junior team members.
Senior Manager (specialist) or Director	10+	<ul style="list-style-type: none"> A project, sector, practice group or key client specialist. Often responsible for demanding, high-revenue groups. Proven track record in direct revenue-generating initiatives including pursuits, sector and client growth. Client-facing and tasked with bringing opportunities into the business. Coaches, influences and works alongside senior Partners. Mentors junior team members.
Senior Manager (team manager) or Head-Of	15+	<ul style="list-style-type: none"> As above with additional responsibility for leading and managing a sizable team. Provides strategic guidance across practice, sector and client groups. Drives cross-selling between teams. Responsible for team structures, hiring, budgets and continual team development. Provides strategic insight to and works closely with the CMO.
CMO, Director or Executive Director	15+	<ul style="list-style-type: none"> Most senior leader responsible for all BD, marketing and communications. Sometimes marketing and communications sit separately to BD. Part of the firm's Executive Committee, providing strategic level guidance at firm-wide level.

About us

Dalton Handley is a specialist recruitment and advisory firm, dedicated to sourcing business development, client relationship management, marketing and communications talent across B2B services industries, with particular strength in professional services.

With over 20 years' combined experience in specialist recruitment and client-side business development roles, the Dalton Handley team provides tailored advice to both professionals and employers.

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