COMPENSATION TRENDS IN GOVERNMENT RELATIONS:
POSITIONING YOURSELF FOR A SUCCESSFUL GOVERNMENT RELATIONS CAREER
COMPENSATION TRENDS IN GOVERNMENT RELATIONS.

We conducted a survey of 2,000 government relations professionals to help you understand your industry’s compensation trends.

Whether you’re making the leap from government to K Street, vice versa, or someplace in between, Bloomberg Government helps you navigate the new Washington.

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IN PARTNERSHIP WITH:
The survey was deployed before the 2016 election with more than 2,000 professionals responding. Data is based on their 2015 compensation.

Here's a look at who we talked to:

### Organization type
- Association/nonprofit: 46%
- Corporate/private sector: 30%
- Law firm: 12%
- Government affairs/lobbying firm: 7%
- College/university: 2%
- Other: 2%

### Gender
- Female: 60%
- Male: 40%

### Age
- Under 30: 30%
- 30-39: 24%
- 40-49: 20%
- 50 and over: 16%

### Role
- Analyst, Associate, Other: 20%
- C-Suite, Executive, SVP, Owner, Founder or Partner: 24%
- Manager, VP or Director: 56%

### Average tenure
- Time in current position: 5 YEARS
- Time at current organization: 7 YEARS
- Experience in field of work: 17 YEARS

### Education
- College graduate: 33%
- Master’s/PhD: 36%
- Professional degree (MD, JD): 27%
Government relations professionals say they’re confident in — and satisfied with — the future of their industry.

Half of surveyed government relations professionals say they are satisfied with their annual compensation.

As 2017 gets under way, the majority of respondents are optimistic about their future earning potential and that job satisfaction is more important than salary.

Only 33% of survey government relations professionals are dissatisfied with their annual compensation.

<table>
<thead>
<tr>
<th>Overall satisfaction with compensation</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Very satisfied</td>
<td>24%</td>
</tr>
<tr>
<td>Somewhat satisfied</td>
<td>30%</td>
</tr>
<tr>
<td>Neutral</td>
<td>12%</td>
</tr>
<tr>
<td>Somewhat dissatisfied</td>
<td>24%</td>
</tr>
<tr>
<td>Very dissatisfied</td>
<td>9%</td>
</tr>
</tbody>
</table>

Source: Bloomberg Government data

One in four government relations professionals said they plan to change jobs in search of higher compensation.

<table>
<thead>
<tr>
<th>Attitudes about compensation (percent agree/strongly agree)</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>I am optimistic about my future earning potential</td>
<td>67%</td>
</tr>
<tr>
<td>I am doing what I need to prepare financially for retirement</td>
<td>64%</td>
</tr>
<tr>
<td>I plan on changing jobs in the next 12 months because that’s the only way to get a significant pay raise</td>
<td>26%</td>
</tr>
<tr>
<td>I expect a significant pay increase in 2017</td>
<td>19%</td>
</tr>
<tr>
<td>My salary is more important than my overall job satisfaction</td>
<td>14%</td>
</tr>
</tbody>
</table>

Source: Bloomberg Government data
The type of organization you work for — and the sector it’s in — makes a big difference in compensation.

Overall, across every organization type, years of experience and senior-level titles mean higher compensation.

At all levels of experience and organization type government relations professionals are thriving.

Lobbying and law firms offer the highest level of overall compensation except at the lowest experience levels.

Years of experience within the industry means steadily increasing compensation.

Median compensation for years of experience by organization type

Source: Bloomberg Government data
Corporations, associations & nonprofits offer more benefits than lobbying firms

While legal/lobbying firms offer a lot in total compensation, their benefits don’t tend to be as rich and diverse as those of other organizations.

Government Affairs/Lobbying Firms/Law Firms offer fewer benefits than other organization types – but they’re more likely to offer profit sharing than other firm types.

Company benefits by organization type

<table>
<thead>
<tr>
<th></th>
<th>Corporate/private sector (for profit)</th>
<th>Association/nonprofit or college/university</th>
<th>Government affairs/lobbying or law firm</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full health coverage</td>
<td>49%</td>
<td>56%</td>
<td>90%</td>
</tr>
<tr>
<td>401k/403b matching</td>
<td>66%</td>
<td>68%</td>
<td>63%</td>
</tr>
<tr>
<td>Tuition reimbursement</td>
<td>55%</td>
<td>38%</td>
<td>9%</td>
</tr>
<tr>
<td>Profit sharing</td>
<td>28%</td>
<td>7%</td>
<td>45%</td>
</tr>
<tr>
<td>Deferred compensation</td>
<td>32%</td>
<td>10%</td>
<td>20%</td>
</tr>
<tr>
<td>Stock awards/options</td>
<td>49%</td>
<td>1%</td>
<td>4%</td>
</tr>
</tbody>
</table>

Source: Bloomberg Government data

Title makes the biggest difference in lobbying and law firms

The more senior you are, the more you make. Pretty simple. But as government relations professionals rise within corporations and lobbying/law firms they can expect their compensation to grow at a more significant rate than their colleagues at nonprofits/associations and the corporate/private sector.

While government affairs/lobbying firms or law firms pay well in the most senior level roles, corporate/private sector pay the most at the manager, VP/Director level.

Median compensation by role across organization types

Source: Bloomberg Government data
A pay gap exists between men and women
Both men and women see increases in compensation as their titles increase, but the gap between them appears to widen over time.

Men earn more than women with the same title, with a smaller gap among more-junior staffers.
Median compensation: Men and women with the same title

<table>
<thead>
<tr>
<th>Title</th>
<th>Median Compensation (Men)</th>
<th>Median Compensation (Women)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Analyst/associate</td>
<td>$71k</td>
<td>$63k</td>
</tr>
<tr>
<td>Manager</td>
<td>$90k</td>
<td>$85k</td>
</tr>
<tr>
<td>VP/director</td>
<td>$110k</td>
<td>$130k</td>
</tr>
<tr>
<td>C-Level/executive/SVP</td>
<td>$166k</td>
<td>$225k</td>
</tr>
<tr>
<td>Owner/founder/partner</td>
<td>$282k</td>
<td>$279k</td>
</tr>
</tbody>
</table>

Source: Bloomberg Government data
How do you see the change in administration affecting government affairs professional’s career paths?

More opportunities for top government affairs talent: Presidential transitions are a natural time for significant movement and churn in the Washington, D.C. jobs market. The incoming president has well over 4,000 political appointments to fill. As individuals leave their roles to take on positions in the administration, and vice versa, this naturally creates vacancies in government and the private sector. In recent months, we have seen a lower number of overall government affairs opportunities, but the change in administration will increase that number significantly. Those looking to serve in the Trump administration should keep in mind that political appointments turn over about every 18 months (on average), so there will be multiple opportunities to serve over the upcoming years.

Lobbying ban: For government affairs professionals looking to serve in the incoming administration, one change they must consider relates to the lobbying ban. Days after the election, President-elect Trump announced that he will enact a much stricter lobbying ban that prohibits anyone working in the Trump administration from lobbying for five years after leaving the public sector. Anyone considering a position in the Trump administration will need to weigh the impact that this restriction will have on their career.

“In recent months, we have seen a lower number of overall government affairs opportunities, but the change in administration will increase that number significantly.”

As director of presidential personnel at the White House, Liza Wright was responsible for recommending individuals to fill critical positions including cabinet secretaries and ambassadors. She now brings that experience to Lochlin Partners, where she shares tips for positioning yourself during this time of transition.

LIZA WRIGHT
Managing Partner,
Lochlin Partners

POSTIONING YOURSELF:
RECOMMENDATIONS FROM A TOP HEADHUNTER
What advice would you give a Democratic lobbyist as they prepare to navigate a Republican-controlled Congress and administration?

There will be a premium for those individuals who have already existing strong relationships with Republicans on the Hill and in the administration. That said, it’s not all bad news for Democrats. When we conduct government affairs searches, our clients are generally not looking for someone with an “R” or a “D” on their chest. Rather, they are looking for the most qualified candidates that have strong relationships on both sides of the political aisle, so if you are a Democratic lobbyist, it will be incumbent on you to convey your bipartisan relationships and experience. Some may say the outcome of this past election was a surprise; however, change in Washington is not. Nothing stays static in Washington, D.C. for long. Government affairs professionals should proactively manage their careers with the full understanding that the political environment will change again…and again.

What are the top pieces of advice you give to clients looking to change jobs?

Conducting a job search can be nerve-racking, but if you prepare, set a plan and develop a strategy for setting yourself apart, it will pave the way for a more seamless experience.

1. Identify your industry and functional areas of focus.

2. Prepare a thorough resume and/or narrative (bio) that can be adapted for your selected areas and thoughtfully think through what strengths you bring to an organization and what accomplishments highlight those strengths.

3. Your LinkedIn profile should be up to date and reflect your resume.

4. Identify resources available to you: professional networks; professional references; social networks; professional organizations; online job banks; and job listings.

5. Network, network, network, and ask for referrals. Approach the highest-level executive associated with the type of position you’re seeking; at the same time, don’t forget the HR person involved in filling that position — cultivate contacts at all levels.

6. Identify executive search consultants who work in your field and develop relationships with them.

7. Thoughtfully manage your social media presence.

8. Approach the job search as a full-time job with daily or weekly objectives.
Looking for more BGOV content to help you master the presidential transitions?

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THE CHANGE IN ADMINISTRATION: AND WHAT IT MEANS FOR YOUR CAREER

NELS OLSON
Vice chairman and co-leader, Korn Ferry’s board; CEO, Services Practice

Having worked through every presidential transition since 1992, Nels Olson has a keen sense of how Washington changes every four (or eight) years. We spoke with Nels to pick his brain on career transition tips and what to expect as the Trump administration moves into Washington.

“Don’t make long term decisions… based on short term political realities.”

1
How do you see the change in administration affecting government affairs professional's career paths?

This transition is unlike any presidential transition Washington has ever seen and will clearly have an impact on the government affairs function. Specifically, the way advocacy has been practiced in the past is changing dramatically. Those involved in advocacy will need to evolve their approach over the next year to adapt to this new administration.

2
Three tips for firms looking to hire during the transition:

• Don’t make long term business decisions – e.g. hiring of senior government affairs executives – solely based on short-term political realities. It’s still a long-term game.

• Policy depth and deep understanding of the issues needs to be balanced with relevant relationships. Understanding the impact the digital age has on advocacy is also key – especially in the Twitter age.

• It is best to find an individual who possesses both government and private-sector acumen – the transition to the private sector can be bumpy straight from government.

3
What types of organizations can we expect Obama administration officials to gravitate toward after Jan 20?

It varies greatly – for individuals coming out of the Obama administration there are clearly roles in healthcare, environment and interesting roles in the not-for-profit space as well.

4
What advice would you give Democratic lobbyists as they prepare to navigate a Republican-controlled Congress and administration?

It is essential that you keep your wits about you and understand that the political winds do change in this town. As always, having bipartisan relationships is key. Everyone has their own personal political leaning – however – professionally it is always wise to have a broad network to reach out to. As the transition to the new administration and congress plays out, there may be a temporary challenge for those in the opposite party. However, once things settle down, political appointments are made and cabinet vacancies are filled, other opportunities will present themselves.
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