



**H2 2025**

# BD & Marketing Salaries

## Paris

The Legal Business Development & Marketing job market in Paris has experienced some shifts in 2025.

While there has been a modest slowdown in the creation of new BD-focused roles, especially at the senior level, firms actively hiring are offering competitive salaries to attract top-tier talent.

This guide outlines the latest salary trends and market expectations for the second half of 2025, providing valuable insights to help you navigate an evolving market.

Job Title	Annual Salary Range (€)
Head of Practice / Associate Director	125 000 - 150 000
Senior Manager	105 000 - 125 000
Manager	75 000 - 110 000
Senior Specialist	60 000 - 75 000
Advisor / Specialist	50 000 - 65 000

**\* Notes about salary table:**

The salary ranges given are only approximate guides. For tailored salary advice, please contact us directly.

1. 12-month base salaries are assumed.
2. All other benefits and bonuses are in addition to these figures.
3. Bonus ranges can vary significantly from company to company and will be influenced by market conditions, business and individual performances.

## Contact



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