

## MARKETING COORDINATOR JOB DESCRIPTION

**Job Title:** Marketing Coordinator

**Reports To:** Director of Administration

**FLSA Status:** Non-exempt

**Full/Part Time:** Full Time

**SUMMARY:** With direction from the Firm's Marketing Committee Co-Chairs, the Marketing Coordinator is responsible for coordinating all marketing and business development efforts for the firm and its practice groups/attorneys.

### JOB RESPONSIBILITIES

- Develop and execute the firm's marketing strategic plan
- Coordinate external communications including the drafting of announcements, invitations, client alerts, ensuring they distributed to appropriate internal and external contacts
- Update and maintain back-end of website; working knowledge of WordPress
- Manage all social media accounts for the firm
- Design all marketing collateral
- Manage the firm's Client Relationship Management system
- Respond to requests for qualifications and proposals for outside legal counsel
- Develop marketing content for a wide variety of mediums including website, social media, press releases, and promotional items
- Assist with internal and external marketing events
- Assist with the preparation and development of attorney presentations
- Research, evaluate, and report ideas to the Marketing Committee and Firm management
- Collaborate with attorneys and staff on special projects as they arise

### JOB REQUIREMENTS

- Bachelor's degree
- One to four years of marketing experience
- Excellent writing and editing skills
- Able to coordinate multiple projects while prioritizing work assignments
- Ability to work and communicate with all levels of internal and external clients
- Proficiency in the Microsoft Office Suite, Adobe Creative Suite, WordPress, Prezi, and CRM system
- Graphic design experience
- Demonstrate a high level of ethical conduct and ability to maintain confidentiality of sensitive client information
- Ability to work well independently as well as on a team
- Exceptional attention to detail

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### PREFERRED QUALIFICATIONS

- Advanced skills in software mentioned above
- Advanced Graphic design experience
- Degree in related field
- Experience in legal or professional services