

Marketing Coordinator

Date – February 22, 2022

Reports to – Chief Operating Officer

Status – Full-time, Exempt

Department – Executive Administration Team

Summary/Objective

Rothberg is looking for an enthusiastic, detail-oriented person to fill an open full-time Marketing Coordinator. Prior experience in business development and/or marketing in the legal industry is preferred, but not required. The ideal candidate is a self-starter, extremely organized, and has the ability to multitask. Essential job duties include but are not limited to:

1. Develop and implement business development and marketing plan. Plan, execute, and monitor the plan's progress.
2. Develop and execute ways to promote and share the attorneys' expertise and knowledge.
3. Establish and maintain relationships with key clients/contacts.
4. Maintain the firm's brand using established guidelines.
5. Create marketing collateral, ensuring that existing collateral stays up to date.
6. Create LinkedIn posts and maintain the firm's LinkedIn account.
7. Maintain the firm's website, including content creation and work with attorneys to create legal alerts and blogs.
8. Write firm press releases, and maintain local and regional media contacts.
9. Plan, organize, and oversee firm marketing events including pre/post-event promotion.
10. Coordinate firm sponsorships and awards submissions.
11. Maintain attorney profiles on professional legal sites including Best Lawyers, Super Lawyers, Martindale-Hubbell, and Meritas.
12. Maintain relationships with various vendors, including the firm's printing needs, promotional item needs, and client gift needs.

Position Type/Expected Hours of Work

This is a full-time, exempt position. Days and hours of work are Monday–Friday, 8:00am to 5:00pm. Some after-hours work may be required as it relates to organizing/overseeing marketing events. Little to no travel is required.

Preferred Experience/Qualifications

1. A bachelor's degree or higher in marketing, business administration, journalism, communications, or another related field.
2. 5+ years of experience in business development and/or marketing, preferably with a professional services organization. Prior law firm marketing experience a plus.
3. Strong organizational skills with an emphasis on goal setting and prioritization, as well as the ability to initiate and monitor several simultaneous projects.
4. Exceptional written and verbal communication and presentation skills.
5. Proficiency in Adobe InDesign and Photoshop, well as the Microsoft suite.

6. Experience maintaining social media accounts.
7. Digital marketing experience including web sites, LinkedIn, and other digital assets. Google analytics experience a plus.
8. Experience with document management software (iManage) and CRM software (Intellipad) preferred.

Prior experience in a similar role is preferred. Salary is commensurate with experience and applicable skill set.

Work Authorization/Security Clearance (if applicable)

All applicants must successfully pass a third-party background check upon offer of employment.

Other Duties

Please note: this job description is not designed to cover or contain a comprehensive listing of activities, duties, or responsibilities that are required of the team member for this job. Duties, responsibilities, and activities may change at any time with or without notice.

Interested in Applying? We would love to hear from you!

Please email your **cover letter, resume, and salary history** to: HumanResources@rothberg.com