

JOB TITLE:
Digital Marketing Specialist

FLSA:
Non-Exempt

DEPARTMENT:
Marketing and Communications

REPORTS TO:
Director of Communications and Marketing

Summary

Enjoy digital strategy, analytics and execution – and making it all happen quickly and successfully while working closely with your team and others throughout the firm? Want to be part of a dynamic, collaborative in-house team that tackles all aspects of marketing and communication for a leading national law firm that is at the forefront of many areas of litigation? Then you might be right for us.

The primary responsibility of the digital marketing specialist is, quite simply, all things digital. Working hand-in-hand with the director of communications and marketing, as well as other team members, you will lead development of digital strategy and initiatives, and manage the continued success of existing efforts. Includes, but not limited to, the firm's new website (launched April 2015), SEM, SEO, and digital advertisements and content, including blogs, web, social and other online content. Heavy emphasis in analytics, recommendations, trend spotting and tracking, and driving new traffic and business for the firm.

Tasks and Qualifications

- Minimum of three years' experience in digital marketing and communications in professional services or advertising/PR/marketing agency
- Solid foundation in SEO, SEM and client management databases, programs and trends, including knowledge and understanding of current search engine algorithms/methods, both organic and paid
- Attention to detail and an ability to move quickly in a fast-paced environment where demands are constantly changing
- Experience and a passion for analytics, reporting and budget management, creating attractive yet clear reports and data that demonstrate the strength of the marketing efforts and effectively inform and engage internal target audiences
- Digital advertising management experience, including identification of new tactics to drive leads
- Track record of growth in digital traffic, engagement and timely asset management
- Ability to identify technical and online issues and to effectively communicate to technical and non-technical colleagues
- Experience with database-driven content management systems
- Knowledge and some hands-on experience with HTML, CSS, PHP, JavaScript as well as Drupal, Wordpress, Adobe CreativeSuite and digital e-mail platforms
- Working knowledge of website security measures

WORKING HOURS:

Work may require more than 40 hours per week to perform the duties of the position.

WORKING CONDITIONS:

Overtime is possible and may be expected in order to perform the essential functions of the position. Work is performed in a normal heated or air-conditioned office environment, or in a remote location via IT-issued laptop.

The above is intended to describe the general content of and requirements for the performance of this job. It is not to be construed as an exhaustive statement of essential functions, responsibilities, or requirements.

This job description must not be misconstrued as a promise of employment, nor deemed as an employment contract. Motley Rice LLC is an equal opportunity employer.