



**JOB TITLE:**  
Content Writer

**DEPARTMENT:**  
Communications + Marketing

**REPORTS TO:**  
Director Communications + Marketing

## WHO YOU ARE

*You love to write and can draft copy quickly and concisely!*

We are seeking an experienced Content Writer to be part of a dynamic in-house marketing and communications team that provides leadership, recommendations and support to all areas of the firm. Our news and content engine is strong while offering opportunities for enhancement and growth. You will be focused on producing compelling, relevant copy that people will want to read. Includes, but not limited to, the firm's website, marketing collateral, and digital content, including blogs, web, social and other online content.

The ideal candidate will possess a minimum of 5 years of professional writing experience, with a strong background in legal or professional services writing. As a Content Writer, you will play a crucial role in crafting compelling and persuasive content for various B2B and B2C marketing initiatives as well as internal communications and public relations needs.

## WHAT YOU'LL DO

- **Website Copy:** Develop engaging and informative content for the firm's website, ensuring it reflects the firm's brand image, expertise, and areas of practice while optimizing for search engine visibility.
- **Blog Writing:** Assist in the production of well-researched and thought-provoking blog posts on legal topics, current events, and relevant industry trends to enhance the firm's thought leadership and engage the target audience.
- **Newsletters:** Curate content that informs current clients, co-counsel, colleagues, potential clients and other stakeholders about the firm's latest achievements, case updates, events and legal insights.
- **Collateral:** Update and develop informative content for brochures, one pagers and other collateral to educate potential clients and co-counsel on the firm's history and vast casework.
- **Drafting Award Submissions:** Collaborate with communications team members to create compelling award submissions that showcase the firm's achievements, successful cases, and notable contributions within the legal industry. Assist with managing the award calendar.
- **Social Media:** Assist MarCom teammates with social media copy drafts and edits.
- **Internal Communications:** With guidance, draft clear and concise internal communications, such as memos and intranet content, to disseminate important updates, firm-wide announcements, and knowledge-sharing articles among team members.
- **Research:** Conduct in-depth research on a variety of topics to ensure accuracy and credibility in the content produced.



- **Content Strategy:** Collaborate with the entire marketing and communications team to contribute to content strategy and planning, aligning content with the firm's objectives and target audience.
- **Editing and Proofreading:** Review and edit content written by others, when needed, to maintain consistent quality and adherence to the firm's style and tone.

## WHAT WE'RE LOOKING FOR

- Minimum of 5 years of professional writing experience, preferably in a legal or professional services environment.
- Very strong AP writing skills, possessing the ability to produce large amounts of search-friendly content quickly daily.
- Familiarity with legal terminology and the ability to grasp complex legal concepts.
- Proven track record of producing accurate, high-quality, engaging, and error-free content.
- Strong research skills and the ability to synthesize complex legal information into clear and accessible language.
- Excellent communication and collaboration skills to work effectively with marketing professionals, attorneys, administration, staff, co-counsel firms and other stakeholders.
- Proficiency in content creation tools and software, such as Microsoft Office Suite and SharePoint.
- Ability to work under tight deadlines and manage multiple projects simultaneously.
- Knowledge of SEO best practices and the ability to incorporate keywords strategically.
- Bachelor's degree in journalism, communications, English or a related field is preferred.

Join our dynamic team and be part of a firm, where your writing skills will make a significant impact on our firm's success and reputation in the legal industry!

## WORKING HOURS

Overtime is possible and may be expected to perform the essential functions of the position.

## WORKING CONDITIONS

Work is performed in a normal heated or air-conditioned office environment. 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.

*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. EOE. We participate in e-verify.*