

As one of the nation's largest plaintiffs' litigation firms, Motley Rice advocates for the rights of workers, families, consumers and investors and aggressively seeks justice for people and institutions harmed by wrongdoing and negligence. Our Firm has played leadership roles in some of the most significant cases to ever go through U.S. courts. We have the experience and depth of knowledge to take on innovative, cutting-edge litigation across a variety of practice areas.

We are seeking a motivated and skilled **Digital Marketing Coordinator** to join our Marketing + Communications team in the Mt Pleasant, SC office and help us reach and engage a variety of audiences through strategic digital campaigns.

WHAT YOU'LL DO: (Essential job duties that employee must be able to perform unassisted or with some reasonable accommodation made by the employer)

The Coordinator will be responsible for working with teammates to plan, execute, and optimize all digital campaigns to promote our plaintiff civil litigation services. This will involve collaborating to create compelling ad content, targeting the right audiences, and analyzing campaign performance to ensure maximum impact. The ideal candidate is a creative thinker with a strong understanding of SEO best practices, digital advertising, data analytics and communication of data.

This role will involve conducting keyword research, analyzing website performance, implementing on-page and off-page SEO tactics and overall website rankings and organic traffic improvements. The ideal candidate is a detail-oriented individual with a strong understanding of and a passion for digital marketing who thrives on enhancing brand visibility, engaging target audiences, and driving business growth.

Responsibilities will include:

- Conducting technical SEO audits
- Performing keyword research
- Brainstorm content strategies
- Developing link building strategies
- Executing on-site optimizations
- Monitoring and analyzing campaign performance
- Presenting SEO strategies to department/firm leadership
- Familiarity with software like Google Analytics, Google Data Studio, BrightEdge, SEM Rush, etc.
- Coordinate digital ads and/or landing page optimization through multivariate experiments and A/B testing.
- Conduct customer analysis and data management required for campaign implementation; experience with understanding of common KPIs, conversions, inputs, calculations and outputs required.

- Demonstrate knowledge at the proficiency level in basic ad technology applications and content management systems.
- Understanding of the pros and cons of various channels: organic, PPC, display, social, email, traditional media, etc.
- Conduct keyword research to identify opportunities for content optimization and expansion.
- Implement on-page SEO techniques, including meta tag optimization, URL structure, and content optimization.
- Develop and execute off-page SEO strategies, such as link building and outreach.
- Monitor and analyze website performance using tools like Google Analytics, Google Search Console, and SEO software.
- Provide regular reports on SEO performance, including key metrics and recommendations for improvement.
- Collaborate with the content team to ensure SEO best practices are incorporated into content creation.
- Stay up to date with industry trends, algorithm updates, and best practices to ensure our strategies remain effective.
- Conduct technical SEO audits and recommend solutions to improve website performance.

QUALIFICATIONS:

- Bachelor's degree in a related field.
- 4+ years of experience in digital advertising or a similar role, preferably within the legal industry or agency world with legal clients.
- Proficiency in digital marketing tools and platforms, such as Google Analytics, Google Ads, Facebook Ads Manager, and email marketing software.
- Proficiency in digital advertising platforms such as Google Ads, Facebook Ads Manager, and LinkedIn Campaign Manager.
- Proficiency in SEO tools such as Google Analytics, Google Search Console, Ahrefs, SEMrush, and Moz.
- Knowledge of HTML, CSS, and basic web development principles.
- Strong analytical skills and the ability to interpret data to make informed decisions.
- Excellent written and verbal communication skills.
- Creativity and a passion for digital marketing.

- Ability to work independently and as part of a team.
- Detail-oriented with strong organizational skills.
- Understanding of legal marketing and the unique challenges of advertising legal services is a plus

WORKING HOURS:

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

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 and/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. 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. No applicant will be limited or excluded from consideration for employment on any basis prohibited by local, state or federal law. We participate in e-verify.

