

Do you have experience guiding an in-house communications and marketing team in creating and delivering strategic communications and marketing plans in a legal environment? Are you interested in being a problem solver for projects supporting high-profile and high-stakes litigation? Are you able to quickly translate complex topics into easy-to-understand materials?

If so, you may be the **Marketing and Communications professional** we are seeking to join our dynamic and dedicated team here at Motley Rice.

Under limited direction, this role coordinates and directs Marketing and Communications functions at the firm including, but not limited to, strategic communications, integrated marketing campaigns, media relations, and firm collateral production. The Marketing & Communications leader strives to ensure quality brand standards, industry position and company profitability through the development and execution of comprehensive marketing and communications strategies and products. This position serves as a business partner to the practice group leaders, individual attorneys and the firm's management team, to achieve the firm's strategic business goals and thus contribute to the sustained success of the organization. This role also serves as a people manager for the firm's communication/marketing team.

ESSENTIAL FUNCTIONS & RESPONSIBILITIES:

"Essential functions" are primarily job duties that employee must be able to perform unassisted or with some reasonable accommodation made by the employer.

- Manages the day-to-day execution of the marketing and communication department's strategies; oversees the departmental and program-specific budget, resources and communications with a focus on ROI
- In coordination with practice group leader direction, identifies opportunities to increase practice groups' external and internal visibility and to expand client base domestically and internationally, including through media relations, compelling content, marketing materials, events, appropriate affiliations, and other targeted methods that drive new business development
- Manages overall firm and practice group-specific media relations, press releases, press conferences and other media interactions and requests
- Creates and sustains positive relationships with reporters, locally and nationally
- Thoroughly understands, applies and stays up-to-date on jurisdictional ethics rules relevant to all marketing, advertising, public relations and direct solicitation matters; works collaboratively with General Counsel's office on applicable matters
- Identifies and fosters effective vendor, co-counsel and community relations
- Collaborates seamlessly and collaboratively with members of the marketing team, attorneys, staff, management, and various outside vendors to ensure effectiveness and attain synergies for all communications and marketing projects
- Oversees the firm's overall corporate brand and identity from a collateral, verbal, and electronic perspective
- Directs event-planning initiatives for the firm as it relates to large-scale, creative special events such as community and political relation events, co-counsel seminars and employee relation events
- Manages and mentors staff members on projects as well as professional development

MINIMUM REQUIREMENTS:

- Bachelor's degree in public relations, communications or marketing
- Minimum 7-10 years relevant experience with demonstrated track record of success
- Exceptional interpersonal, verbal, written and presentation skills are critical; collegial, collaborative and team player attributes are a must
- Strong working knowledge of strategic communications and public relations, marketing and advertising, strategies, tactics and procedures in a professional service environment
- Previous supervisory experience required; previous experience in the legal or other professional service environment preferred

- Proven public relations, crisis communications and media relations experience
- Results-oriented experience with content development and strategy, corporate social media writing, monitoring and applications
- Advanced grammar, writing skills, copywriting and proofreading expertise; working knowledge of AP style
- Ability to multi-task under pressure and produce results in a dynamic, team-oriented environment

WORKING HOURS:

Often requires working more than 40 hours per week to perform the duties of the position. Work may require travel. May require 24/7 access to media during special projects.

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.

This job description must not be misconstrued as a promise of employment, nor deemed as an employment contract. EOE. We participate in e-verify.