

JOB TITLE:

Marketing Coordinator or Digital and Graphics Coordinator

FLSA:

Non-Exempt

DEPARTMENT:

Marketing and Communications

REPORTS TO:

Graphics Specialist

Marketing Analyst

SUPERVISOR: Director of Marketing and Communications**OVERVIEW:**

Looking for a challenging marketing communications role where you can contribute directly to a wide-range of marketing functions? Have the ability to keep up with a fast-paced, dynamic company and bring both attention to detail and new ideas to projects?

As marketing coordinator, you will be part of an in-house marketing and communications team that provides leadership, strategic counsel, recommendations and support to all areas of the firm. The role provides a platform for a professional who can cover a broad range of assignments and activities while also helping to create and implement proactive campaigns for a variety of target audiences and mediums.

In order to successfully contribute to the strategic planning and implementation of communications programs and marketing collateral that support the firm's goals and objectives, this role requires strong organizational skills, critical thinking, attention to detail, trouble shooting, creativity, and initial knowledge of digital and social media combined with a strong work ethic, a great attitude and motivation to learn.

The Marketing Coordinator must be capable of meeting or beating deadlines, handling shifting priorities, adapting to an extensive approval process and working in a fast-paced environment while maintaining a productive, positive outlook.

This position works primarily with the Graphics Specialist and Marketing Analyst to track and coordinate relevant project execution and ensures quality control, while also contributing to marketing and communications recommendations and deliverables including, but not limited to, digital marketing and content, awards and accolades, social media, co-counsel communication, results monitoring and tracking, and other responsibilities as needed. **Experience in Adobe Creative Suite and Google Ads, including Analytics, Search Console, Tag Manager and Keyword Planner highly preferred.**

MINIMUM REQUIREMENTS:

- Bachelor's degree in communications, marketing, or equivalent
- Self-motivated, result-oriented, solutions-oriented
- Team-oriented and efficient problem solver

ESSENTIAL DUTIES AND RESPONSIBILITIES:

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

- Research and manage SEO opportunities and tactics, with high proficiency in using an SEO management platform, such as BrightEdge
- Research, draft and help to manage paid advertising campaigns, digital or otherwise
- Review and analyze client data, including the weekly automated marketing-focused reports
- Manage logo, awards and headshot updates, and graphical and copy edits to the provided requirements/specifications
- Conduct competitive research and analysis of various topics as requested
- Draft, circulate and post social media posts and content to firm digital channels
- Assist in content strategy and creation for social media editorial calendar, online and other content

- Regularly suggest new ideas, particularly including social and digital tactics
- Research cases and opportunities to educate and assist attorneys, practice groups and team members
- Create, manage and update client and co-counsel lists, email blasts and surveys
- Demonstrate experience in providing solutions and making projects happen through new ideas, nimble execution and follow through

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.

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. We participate in e-verify.