

Job Title: Specialist, Marketing & Communications

Office: Boston or New York

Reports to: Marketing & Communications Manager

Status: Non-Exempt

Position Overview:

Brown Rudnick is seeking a Marketing & Communication Specialist in the Firm's Boston or New York office with a background in marketing, communications, digital and social media and graphic design. The Specialist will be primarily responsible for supporting the Firm's website, social media channels, electronic and printed communications and CRM system.

Primary Responsibilities:

- Work in tandem with the Marketing & Communications Manager to implement marketing and communications initiatives across the Firm;
- Assist with and coordinate a variety of short and long term projects and attorney requests;
- Work with the Marketing & Communications Manager on updating the Firm's external marketing collateral;
- Update the Firm's website, including drafting all copy;
- Work on graphic design projects, including digital and printed marketing collateral;
- Manage the Firm's social media platforms including Facebook, LinkedIn, and the Firm's online blog;
- Organize, proofread, standardize and distribute all electronic alerts, advisories, bulletins, external announcements and invitations;
- Assist with new attorney integration, including reviewing and editing announcements of new attorneys, bios, news/press releases and related marketing materials;
- Support the Director and Managers with research, legal directories and other special projects as needed;
- Collaborate with the Business Development team, outside vendors, consultants and other administrative professional staff;
- Manage Contact Manager (CRM), including urgent searches and training for new employees.

Qualifications:

- Ability to establish credibility with the Firm's attorneys with an efficient mix of confidence, tact, patience and persistence;
- Intellectual curiosity and eagerness to understand the Firm's mission and business priorities, practice activities, and related market dynamics;
- Commitment to client service and quality;
- Strong organizational, communication and writing skills and a capacity to work comfortably in a rapidly changing environment on multiple, ongoing projects;
- Ability to work independently and with other members of the Business Development and Marketing department;
- Bachelor's degree required and 4+ years of legal marketing experience, preferably with emphasis in communication and graphics.