

TITLE: Specialist, Marketing & Events

LOCATION: Boston or New York

REPORTING STRUCTURE: Marketing & Communications Manager

STATUS: Exempt

Position Overview: Brown Rudnick is seeking a Marketing & Events Specialist in the Firm's Boston or New York office. The Specialist will support individual attorneys, practice groups and committees to execute flawless and sophisticated events and coordinate legal directory and survey submissions.

Event Management

- Ability to work independently and with other members of the Marketing & Business Development department to plan and execute Firm and practice group marketing events and other initiatives, including managing pre-event and on-site logistics and post-event evaluation and follow-up;
- Draft and distribute all internal and external communications relating to events and sponsorships;
- Provide support for conferences and industry events, including negotiating benefits to maximize value and exposure, and managing the delivery of guest invitations, advertisements, attorney biographies and other marketing collateral;
- Liaise as primary contact between attorneys, administrative staff, and external vendors to ensure event success;
- Work beyond scheduled hours as necessary, especially to attend meetings, events, and functions, which may include weekend hours;
- Travel as required to handle additional Business Development and event-planning projects ;
- Work with the Marketing & Communications Manager to plan the Firm's biennial off-site retreat for over 150 partners and senior administrators;
- Manage the Firm's event calendar and internal events newsletter;
- Identify sponsorship and speaking opportunities for attorneys;
- Manage event and sponsorship budgets.

Legal Directories and Surveys

- Maintain submission calendar to monitor and track deadlines, new submissions, changes in guidelines and other relevant communications from the legal directories;
- Update members of the Business Development & Marketing team and other administrative teams on deadlines and publication dates;
- Compile all materials in advance of directory interviews (submissions, past years' rankings, peer intelligence, etc.);
- Collaborate with members of the Business Development & Marketing team to prepare initial drafts, take comments, and revise directory submissions;
- Liaise with directory researchers to ensure the submission process runs smoothly and schedule interviews between researchers and partners;
- Update accolades chart to include practice and individual rankings and editorial quotes;
- Repurpose submissions for other directories and coordinate updates as appropriate;
- Track rankings changes from year to year, produce comparison tables and conduct research on competitors to support improved rankings and communicate positive results.

Qualifications:

- Ability to establish credibility with the Firm's lawyers 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;



- Energetic, motivated, detail-oriented, self-starter;
- 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;
- Flexibility and resourcefulness;
- Bachelor's degree required and 3+ years of marketing/event experience, preferably in a legal or professional services firm;
- The position requires 25% travel, primarily to New York or Boston;
- Experience with evite design (Vuture, InDesign, Photoshop or Illustrator) preferred.