

brownrudnick

Job Title: Marketing Coordinator
Department: Business Development & Marketing
Office: Boston
Reports to: Marketing & Communications Manager
Status: Non-Exempt

Position overview:

The Marketing Coordinator will assist in the implementation of the marketing, business development and communication initiatives by providing direct support to the Business Development & Marketing team.

Critical Success Factors:

The Marketing Coordinator will be a self-starter, who is flexible, innovative, collaborative, forward-thinking, resourceful and attentive to detail. This candidate must have strong organization skills and be able to multi-task and prioritize, as well as have strong client service orientation.

Responsibilities:

Responsibilities include, but are not limited to:

- Coordinating and scheduling a dynamic calendar of recurring and special practice group and cross-sell business development meetings;
- Managing logistics for practice group meetings (room reservations, catering, handouts, AV, etc.);
- Providing assistance in the creation of pitch/proposal materials;
- Providing assistance with research projects to prep for client/prospect development meetings;
- Assisting with Contact Manager record maintenance and management (e.g. clearing new records for inclusion in the database, de-duping and merging company/contact records);
- Maintain submission calendar to monitor and track deadlines, new submissions, changes in guidelines and other relevant communications from the legal directories;
- Coordinating responses and tracking responses to marketing surveys, directories and nominations;
- Updating members of the Business Development & Marketing team and other administrative teams on deadlines and publication dates;
- Providing assistance with drafting electronic alerts & bulletins, internal announcements, presentations and invitations, including proofreading, standardization and distribution;
- Managing the Firm's event calendar and internal Marketing newsletter;
- Assisting in daily maintenance of Firm website;
- Assisting with event logistics, as needed;
- Assisting with and managing a variety of short- and long-term projects and day-to-day requests.

Qualifications:

- Bachelor's degree or equivalent in business, marketing, communications or related field;
- Excellent computer literacy with Microsoft Office suite of applications; WordPress, Adobe Photoshop a plus;
- Basic Internet research skills;
- Excellent interpersonal skills; ability to positively interact with attorneys and staff;
- Excellent attention to detail;
- Flexibility, team-oriented, with the ability to work independently;
- Ability to multi-task and manage competing deadlines;
- Ability to work extended hours, as needed;

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