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Job Title: Specialist, Digital/Web Marketing

Office: Boston or New York

Reports to: Marketing & Communications Manager

Status: Non-Exempt

Position Overview:

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

Primary Responsibilities:

Design

- Work closely with Marketing & Communications Manager to plan and develop design concepts from start to finish.
- Maintain a high standard of design, develop and code creative collateral to support business development and marketing, ensuring alignment with Firm brand positioning from concept to final product, as necessary.
- Shepard all projects from concept, drafting, approvals, proofreading, and implementation for web, print, social media and/or email.
- Create designs and visual assets for landing pages and other web experiences using Adobe Photoshop and Illustrator.

Content

- Create and edit marketing content for blog posts, email newsletters, alerts and bulletins, infographics, landing pages, print ads and more.
- Execute on content campaigns to drive engagement with clients, prospective clients, and recruits across the Firm's social media channels; create and manage content for Twitter, LinkedIn, Facebook and Instagram accounts.
- Gather and analyze metrics on the Firm's social media KPIs and competitive landscape; proactively provide recommendations to marketing team for enhancement.
- Provide training to firm attorneys and professionals on maximizing their social media presence and leveraging thought leadership content.
- Partner with team members on creation and dissemination of website news stories, daily media coverage report and media mentions database. Draft posts to accompany media clips.
- In collaboration with business development and other teams, create and deploy innovative social media campaigns; design infographics and images to complement social media posts.

Web

- Build responsive webpages using HTML and CSS/Sass, following best practices to ensure optimal performance and cross-browser and device compatibility.
- Work within our content management system (CMS) to format content and configure functionality.
- Provide SEO analysis and strategies for content development and optimizing website structure.
- Collaborate with IT department and vendors to install, test, and implement software updates.

Qualifications:

- Bachelor's Degree in Marketing, Communications, Graphic Design or equivalent.
- Solid working knowledge of computer graphics software; advanced knowledge of current Adobe Creative Suite products (InDesign, Photoshop, Illustrator, Dreamweaver) and all MS Office products, with proficiency in PowerPoint.

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- Strong experience with HTML and CSS; working knowledge of offset printing and animating graphics; After Effects and Outlook email coding knowledge a plus.
- Ability to establish credibility with the Firm's attorneys with an efficient mix of confidence, tact, patience and persistence.
- 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.
- Proven graphic design experience.
- Ability to work independently and with other members of the Business Development and Marketing department.
- 4+ years of experience (legal marketing preferred), preferably with emphasis in communication and graphics.

Brown Rudnick LLP is an Equal Opportunity Employer