

DRINKER BIDDLE & REATH LLP
BUSINESS DEVELOPMENT MARKETING COORDINATOR
JOB POSTING

JOB TITLE: Business Development Marketing Coordinator	STATUS: Non-Exempt
REPORTS TO: Senior Director of Industry and Practice Strategies	LOCATION: Chicago or Washington, DC
<p>SUMMARY:</p> <p>The Business Development Marketing Coordinator is responsible for executing ongoing marketing activities (branding, visibility, communication, and events) to support Practice Group Leaders, attorneys, the Business Development Marketing Manager and the Business Development Director. The role is comprised of a combination of support and marketing duties. The Marketing Coordinator will work with the Practice Group Leader(s), the Business Development Marketing Manager(s), the Business Development Director and other Department professionals in developing and implementing specific marketing programs such as: member and partner communications, video and live events, quarterly newsletters, print advertising, website/social media, and public relations. The position will also support and maintain the tracking of referral and networking opportunities for firm attorneys.</p> <p>The Coordinator must be able to communicate and coordinate with high level executives and contacts, both internally and externally, in a professional and positive manner. In addition, s/he must be willing to accept ownership of projects and be successful in driving those projects, as well as daily tasks, to a successful conclusion.</p> <p>It is essential that this person be a self-starter and able to work well both in a team environment as well as independently. This role is expected to be a substantive contributor to the outcomes described and must ensure that excellent client service and client satisfaction are attained in all areas. In addition, in accordance with the firm's Client Service Initiatives, the Coordinator must consistently display good judgment and have effective interpersonal communications. Confidentiality and discretion are required consistently.</p>	
<p>ESSENTIAL JOB FUNCTIONS:</p> <p><u>Core Marketing Execution: 60%</u></p> <ul style="list-style-type: none"> • Supporting branding and visibility initiatives, including social media, advertising, surveys, etc. • Create and maintain copy and collateral for events, member activities, social media, newsletters, client alerts, website, biography updates. • Conduct research on issues and anticipate industry issue to keep internal team informed. • Assist in the maintaining and updating the firm's website and effectively integrate other forms of social media into the marketing efforts (ex: Twitter, LinkedIn, Facebook, Youtube, Instagram, blogs). • Organize and facilitate the activities (Content, Brand, Connections and Business Development) for community member events and follow up activities with industry focus. • Conduct research on online marketing for new trends, platforms, and strategies. • Coordinate event and webinar execution and support (internal & external). • Fulfill general requests for marketing and business development materials, including bios, practice descriptions, PowerPoint presentations and brochures. • Work with the Business Development Manager in achieving specific, measurable marketing goals that have been identified for them. <p><u>Support: 40%</u></p> <ul style="list-style-type: none"> • Project coordination and initiatives • Manage contact information – distribute member communications, prepare reports, submit and follow up on necessary paperwork, regularly update CRM; • Deliver superior service – troubleshoot problems, schedule and organize meetings; serve as a liaison between the firm partners and Business Development/Marketing Department as needed; • Provide support to the Pursuit Team in regards to RFP/RFI requests and pitch development 	

support.

- In supporting the Business Development Marketing Managers, update and maintain Practice Group(s)' database of experience and case studies as directed by the Business Development Marketing Manager(s).

The above described job elements are intended to indicate the general nature and levels of work being performed by employees assigned to the job. They are not intended to be an exhaustive list of duties, responsibilities and skills required of employees so classified.

KNOWLEDGE, SKILLS & ABILITIES:

- Strong oral and written communication skills along with excellent proofreading skills.
- Extremely detail oriented and consistent in producing quality work.
- Excellent organizational skills and the ability to handle multiple priorities simultaneously and successfully to ensure all tasks are completed on time.
- Strong knowledge of Microsoft Windows and Office suite (Word, Excel, Outlook) of applications required.
- Experience with social media such as: Twitter, Facebook, LinkedIn, and blogging technology.
- Strengths in time management and multitasking, meeting deadlines, and adapting to change.
- Strong networking skills.
- Able to follow instructions accurately and keep others informed of progress.
- Is responsive and sensitive to internal and external client demands and deadlines.
- Self-motivated and able to work independently as well as part of a team.
- Able to work with all levels of firm management and with external vendors.
- Ability to adjust and adapt quickly to changing situations.
- Ability to interact with people in a manner that shows sensitivity, tact, and professionalism.
- Respects people's differences in background, culture and perspective.
- Adaptable to change, open to new ideas, open to taking on new responsibilities and can adjust plans to meet changing needs.
- Flexible and dependable, including the ability to work overtime as needed.
- Accepts feedback openly, seeks to improve performance based on feedback and continually seeks to enhance their role.
- Candidate must conduct him/herself professionally in appearance and actions; must set a positive example for all personnel and support a collegial and collaborative work environment.
- Willingness to be flexible and perform responsibilities not specifically identified in the job description and assuming new responsibilities as the Department's and the firm's needs change.
- Adhere to and serves as a role model for the firm's Client Service Standards.

EDUCATION AND EXPERIENCE:

- Bachelor's degree required.
 - Journalism, communications or marketing major preferred.
- Minimum of two years of marketing or public relations experience.
- Strong knowledge of Microsoft Windows and Office suite (Word, Excel, Outlook) of applications required.
- Working knowledge of a CRM (e.g. Salesforce.com, InterAction, etc.) and marketing technology (e.g. Pardot, HubSpot, Eloqua, Marketo, etc.) not required, but a plus.
- Strong knowledge of, and experience in working with, AP Style.

We are an Equal Opportunity Employer offering a competitive salary and full benefits package, including medical/dental/vision, life/disability insurance, paid holidays and a 401(k) plan.

TO APPLY: Interested candidates should send their cover letter, including salary requirements, and resume to Human.Resources@dbr.com referencing **Business Development Marketing Coordinator** in the subject line. *Incomplete applications will not be considered.*