

DRINKER BIDDLE & REATH LLP
BUSINESS DEVELOPMENT AND MARKETING SPECIALIST
JOB POSTING

JOB TITLE: Business Development and Marketing Specialist	STATUS: Non-Exempt
	LOCATION: Florham Park, NJ
<p>SUMMARY:</p> <p>We are looking for a Business Development and Marketing Specialist ("Specialist") to join our team! The Specialist will work and collaborate with various practice group ("Practice Groups") lawyers and the firm's Business Development & Marketing Department ("BD") professionals to: (1) help promote the visibility of the New Jersey offices and Practice Groups among existing and prospective industry clients; (2) handle overall general firm marketing and visibility initiatives and projects for New Jersey offices, assisting with other nearby markets (e.g. Wilmington) as needed; and (3) work with the firm-wide Women's Leadership Committee on national marketing and development initiatives and programs, and coordination of Women's Leadership Committee's activities.</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 client service and client satisfaction are attained in all areas.</p> <p>In accordance with the firm's Client Service Initiatives, the Specialist must display good judgment and have effective interpersonal communications. Confidentiality and discretion are required consistently.</p>	
<p>JOB FUNCTIONS:</p> <ul style="list-style-type: none"> • The Specialist works in conjunction with Practice Group members and the Communications Team to generate content and create or revise practice/industry-specific marketing materials, as well as help identify PR/media opportunities. • The Specialist will be responsible for working with the Communications Team to maintain and update the content on the firm's website regarding the New Jersey offices, the Women's Leadership Committee and other special projects. • Lead Generation: Work with the Business Development Marketing Managers as they seek to develop new business leads and prospects for their practice group(s) relating to the New Jersey market. • Visibility of the New Jersey Offices: Create, implement and follow through on all marketing initiatives for the Florham Park and Princeton, NJ offices. • Pitches and Proposals: Work with Practice Groups' lawyers and the BD Pursuit Team to help draft pitches and coordinate the responses to Requests for Proposals to the extent that the pitches relate to the New Jersey market. • Database Development: With respect to all of the foregoing, it is expected that this role will work with firm resources and Practice Group Leaders in developing and maintaining a current database of Practice Group experience in the New Jersey market. • Seminars and Events: Assist other members of the Business Development and Marketing Department on coordinating seminars for clients and prospects on a local level in New Jersey as needed. • Women's Leadership Committee: Working with the Chairs of the Women's Leadership Committee and the Chief Marketing Officer, the Specialist is responsible for taking a leading role in coordinating events and activities for the Women's Leadership Committee on a national basis. In doing this, the Specialist will work with a broad range of people both within the Business Development and Marketing Department as well as within other departments. • Leverage Marketing Technology: Effectively use marketing technology tools such as InterAction and other knowledge management resources to increase internal information sharing. <p><i>The statements contained in this job description are not necessarily all-inclusive; additional duties may be assigned and requirements may vary from time to time.</i></p>	

KNOWLEDGE, SKILLS AND ABILITIES:

- Five to seven years of marketing or public relations experience is highly desirable, as is experience in social networking.
- Experience in coordinating events.
- Excellent written and verbal communication skills in addition to strong editing skills.
- Proficient with the Microsoft Office Suite (Outlook, Word, Excel, etc.).
- Candidate should be highly organized and motivated, a self-starter who is able to handle a variety of projects that may require tight deadlines.
- Experience at writing marketing content for a wide variety of media.
- Experience working with a CRM (or similar) database system(s).
- Accepts ownership of projects and is successful in driving projects, as well as daily tasks, to a successful conclusion
- Ability to adjust and adapt quickly to changing situations.
- Demonstrated absolute attention to detail, coordination, organization and follow-through skills.
- Possess strong interpersonal skills with ability to build strong relationships.
- Must quickly grasp the goals, service, culture and strategy of the firm, the department and the practice groups being supported.
- Able to maintain confidentiality.
- Ability to interact with people in a manner which shows sensitivity, tact and professionalism.
- Exhibits clear and concise telephone and email etiquette.
- Must be able to work well as part of a team as well as work independently.
- Is responsive and sensitive to internal and external deadlines.
- Unbiased judgement, sound discretion and openness to the views of others.
- Must conduct himself/herself professionally in appearance and actions; must set a positive example for all personnel.
- Adhere to and serve as a role model for the firm's Client Service Standards.
- Flexible and dependable, including the ability to work overtime as needed.
- Although based in Florham Park, the Specialist must be willing to travel to Princeton as needed.

EDUCATION AND EXPERIENCE:

- Bachelor's degree required.
 - Ideally in public relations, journalism, communications or marketing.
- Minimum of five years of experience in a professional services industry, preferably involving public relations and or marketing.
- Law firm or other legal experience a plus, but not mandatory.

We are an Equal Opportunity Employer and we offer an excellent total compensation package, which includes medical/dental coverage (PPO/HD), vision care, life insurance, short and long-term disability plans, 401(k) with employer match, paid vacation/holiday/sick days, wellness programs and more.

HOW TO APPLY: Interested candidates should send a resume and cover letter, including salary expectations, to Human.Resources@dbr.com and reference "**BDM Specialist**" in the subject line. *No phone calls please.*