

DRINKER BIDDLE & REATH LLP
BUSINESS DEVELOPMENT MARKETING SPECIALIST
JOB POSTING

JOB TITLE: Business Development Marketing Specialist	STATUS: Non-Exempt
REPORTS TO: Business Development and Marketing Director	LOCATION: Washington, DC
<p>SUMMARY:</p> <p>We are seeking a Business Development Marketing Specialist (“BDM Specialist”) to join our team. Based in our Washington, DC office, the BDM Specialist will be responsible for executing ongoing marketing activities (branding, visibility, communication, and events) in support of Practice Group Leaders, Attorneys and the Business Development and Marketing Director. The key practice areas this position will support include Government & Regulatory Affairs, as well as Environmental & Energy.</p> <p>The BDM Specialist will work with the Business Development and Marketing Director and other professionals in developing and implementing specific marketing programs such as: business development, communications, events, print advertising, website/social media and public relations.</p> <p>The BDM Specialist 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.</p> <p>In accordance with the firm’s Client Service Initiatives, the BDM Specialist must consistently display good judgment, effective interpersonal communications; confidentiality and discretion are required consistently.</p>	
<p>ESSENTIAL JOB FUNCTIONS:</p> <ul style="list-style-type: none"> • Assist Practice Group lawyers, the Business Development Team and the Communications Team with their efforts to introduce and develop relationships with existing firm clients, prospective clients, industry associations, speaking and conference presentation opportunities. • Work in conjunction with the Business Development and Marketing Director, the appropriate Practice Group Administrator, marketing communications and public relations professionals to generate content and create, or revise, practice/industry-specific marketing materials. • Ensure collateral materials for member activities, social media, newsletters, client alerts, website and biography updated are consistently updated. • Assist in maintaining and updating of the firm's website and effectively integrate other forms of social media into the marketing efforts (e.g. LinkedIn, Bios). • Assist with the project management of event and webinars for appropriate practice group(s) on a local and a national level as it relates to the practice group(s) attendance and participation at industry events and conferences. • Work with the practice group(s) members to respond to Requests for Proposals (RFP), client proposals, and/or Request for Information (RFI). • Effectively use marketing technology tools such as InterAction (CRM) and InDesign and other knowledge management resources to increase prospect identification and internal information sharing. • Assist the Business Development and Marketing Director in researching opportunities for external seminars and symposiums where practice groups' capabilities could be featured. • Responsible for responses to, updates for, and renewals to various surveys, rankings, such as Chambers and directory listings, including handling the related information-gathering process. • Support firm and practice group initiatives ranging from industry-related client outreach to practice group business development plans. • Support branding and visibility initiatives, including blog posts, social media, advertising, surveys, etc. 	

- Fulfill general requests for marketing and business development materials.
- Assist with maintaining the matter databases/spreadsheets.

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.

KNOWLEDGE, SKILLS, AND ABILITIES:

- Strong written, proofreading and editing communication skills.
- Extremely detail-oriented and consistent in producing quality work.
- Excellent organizational skills and the ability to handle multiple priorities simultaneously.
- Strong knowledge of Microsoft Windows and Office suite (Word, Excel, Outlook) of applications required.
- Ability to learn InterAction, InDesign and other software tools as needed.
- Experience with social media.
- Able to follow instructions accurately and keep others informed of progress.
- Excellent networking skills.
- Responsive and sensitive to internal and external client demands and deadlines.
- Strong people and project management skills, and the ability to identify and implement creative solutions to enhance productivity, efficiency and effectiveness of operations, systems and procedures.
- Demonstrated ability to problem solve.
- Self-motivated and able to work independently as well as part of a team.
- Able to work with all levels of firm management.
- Willing to accept ownership of projects and be successful in driving those projects, as well as daily tasks, to a successful conclusion
- Must be a highly motivated, personable self-starter who is able to manage multiple projects simultaneously and successfully, many with tight deadlines.
- Ability to assess, adapt and reprioritize projects quickly when situations change.
- Ability to exercise good business judgment and diplomacy in complex situations.
- Unbiased judgment, sound discretion and openness to the views of others.
- Ability to interact with people in a manner that shows sensitivity, tact, and professionalism.
- Able to quickly grasp the goals, service, culture and strategy of both the firm and the practice group(s) being supported.
- 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.
- Adhere to and serve as a role model for the firm's Client Service Standards.

EDUCATION AND EXPERIENCE REQUIREMENTS:

- Bachelor's degree required
 - Journalism, communications or marketing major preferred.
- Minimum of five (5) years' experience in a professional services industry, preferably involving business development and/or marketing/public relations/communications.
 - Law firm or other professional services experience a plus.
 - Marketing or public relations experience is highly desirable.
 - Experience in business development and/or sales support activities a plus.
- Experience in managing/organizing conferences or events a plus.
- Working knowledge of a CRM and marketing technology (e.g. Pardot, HubSpot, Eloqua, Marketo, etc.) not required, but a plus.

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.

HOW TO APPLY:

Interested candidates should send a cover letter, including salary requirements, and resume to human.resources@dbr.com referencing **BDM Specialist** in the subject line. *Incomplete applications will not be considered.*