

# DRINKER BIDDLE & REATH LLP

## MARKETING TECHNOLOGY MANAGER

### JOB POSTING

<b>JOB TITLE:</b> Marketing Technology Manager	<b>STATUS:</b> Non-Exempt
<b>REPORTS TO:</b> Chief Marketing & Business Development Officer	<b>LOCATION:</b> Chicago or Philadelphia

**SUMMARY:** The Marketing Technology Manager is responsible for managing and supporting the development of marketing operations tools and systems that meet the needs of the firm. This includes working across and collaborating with all levels of the firm from partnership and management through administrative departments (Information Services, Accounting, Human Resources, Risk Management, etc.) to ensure the systems and processes meet the needs of and work within the established ethical rules of the firm. This position oversees the operations of the firm's website, CRM (InterAction), micro-sites, blogs, mobile applications, business development tools including experience and proposal databases, email marketing, the department's use of SharePoint, social media, SEO and other analytics. This role will understand the landscape of digital asset management systems and other brand and marketing systems and proactively suggest new ways of improving them. The Manager will take a lead role on all current technology related marketing initiatives to include the management of the firm's website, the development and launching of the national marketing programs and other technology directives. It is anticipated that major technology improvements will be undertaken over the next few years.

This position requires a well-organized team player who is able to lead new projects while simultaneously maintaining and improving ongoing marketing systems. The ideal candidate must demonstrate a strong sense of initiative in seeking out new technologies that have the potential to be used as effective marketing tools to help drive business in a competitive marketplace. New technology rollouts, increasing user adoption, training and support of marketing technology will be the responsibility of this manager. In accordance with the Firm's Client Service Initiatives, the Manager must display good judgment, effective interpersonal communications, and confidentiality and discretion are required consistently.

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#### **JOB FUNCTIONS:**

- Oversee the operations of the firm's website, CRM, micro-sites, blogs, mobile applications, business development tools including experience and proposal databases, email marketing, the Client Relations Department's use of SharePoint, social media, SEO and other analytics.
- Lead the firm's CRM and Website activities.
- Manage major projects and rollouts as required for the Website, CRM application and training.
- Partner with the firm's leadership to create strategy for firm-wide marketing systems and processes.
- Pursue innovative and cost-effective marketing technology solutions; deploy and integrate solutions across firm; collaborate with functional leads and Information Services.
- Supervise the marketing technology team.
- Oversee and direct the firm's CRM system, including upgrades, utilization, and use for pipeline tracking and training. Be a resource to attorneys, practice group leaders and business development managers to design efficient and effective use of CRM by individuals and groups. Develop and deliver training to all appropriate CRM users – attorneys and staff. The firm currently uses InterAction.
- Manage the development, maintenance, integrations, social media initiatives, search engine optimization tools, Google analytics, and other related systems.
- Provide oversight in data entry and maintenance, the firm's email communication program and maintain compliance with data protection laws across the world, including SPAM, advertising laws, and GDPR.
- Gain familiarity with the firm's practice group structure and assist business development staff with targeting appropriate mailing lists. Direct activities that import and export lists to the firm's email marketing campaign platform.
- Establish best practices for managing contact and marketing/business development data collection,

maintenance, mining, analysis and reporting.

- Track, analyze and report results to practice group leaders and other appropriate staff.
- Play critical role in on-boarding efforts as it relates to new marketing technology.
- Track system performance: develop dashboards and analytics reports on marketing systems to track and report ROI.
- Ensure functionality and data flow are working optimally between integrated systems. Ensure proper functionality of the firm's marketing technology platforms.
- Support business development efforts as needed (e.g. competitive intelligence).
- Perform other tasks as assigned.

#### **KNOWLEDGE, SKILLS & ABILITIES:**

- Proficiency with Microsoft Word, Excel, PowerPoint, and Access (or other relational database) and web front-end and back-end design and systems.
- Strong analytical skills with keen attention to detail and accuracy.
- Proficiency in methods of information acquisition including direct solicitation and use of online resource tools.
- Ability to synthesize data to produce meaningful reports.
- Familiarity with email marketing: using web-based service for mass email blasts.
- Advanced knowledge and use of electronic media technologies.
- Experience with a content management system, blogging systems, online video, podcasting and on-demand content delivery.
- Must have experience with website management, search engine optimization, Web analytics, and social media.
- Track record with managing multiple complex projects, developing schedules and workforce allocation models and budgeting in a law firm or professional service environment
- A background in marketing/business development in a professional service
- Excellent client service orientation and interpersonal skills.
- Ability to forge and maintain effective internal and external relationships.
- Comfortable interacting with all levels of leadership, partners and employees.
- Strong ability to adapt to change and thrive in fast-paced environment.
- Flexible, adaptable and able to switch gears easily.
- Able to solve problems and focus on solutions to meet everyday challenges.
- Must demonstrate a strong sense of initiative in seeking out new technologies that have the potential to be used as effective marketing tools to help drive business in a competitive marketplace.
- Have proven ability to oversee such things as the firm website, social media tools, Google Analytics to track performance and trends of web traffic and development, implementation and success of the proposal generator and databases, and other marketing technology tools.
- Able to translate technology 'language' to non-technology savvy people and have the ability to train others in the marketing/business development department on technology needed to support the department.
- Experience designing, implementing, expanding and training users in CRM systems that support the business development efforts in a professional service environment such as law firms. Experience with InterAction and/or Salesforce.com preferred.
- Ability to manage the development, maintenance and analytics of the firm's public Internet presence, including the website, social media initiatives such as the firm's LinkedIn page and Twitter account, search engine optimization tools and the use of Google analytics, and other systems related to the firm's online presence.
- Must be highly organized and possess strong creative abilities and excellent writing skills, as well as the ability to think strategically.
- Strong leadership and project management skills.
- Ability to exercise good business judgment and diplomacy in complex situations.
- Able to work with all levels of firm management and work well as part of a team.
- Must be able to manage team members across different offices.
- 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.
- Candidate must be able to manage conflicts and tensions that arise.

- Adhere to and serves as a role model for the firm's Client Service Standards.
- 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.
- Must be accessible, responsive and sensitive to internal and external client demands and deadlines. This includes being accessible before and after work hours, in addition to weekends and holidays.

**EDUCATION AND EXPERIENCE:**

- Bachelor's degree required; degree in Computer Science, Marketing, Web/Graphic Design or related studies a plus.
  - Advance degrees and/or certifications a plus.
  - A background in marketing/business development in a professional service setting a plus.
- Minimum eight years' experience or equivalent in a professional services or professional services environment.
- Experience in managing others.

*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/holidays/sick days, wellness programs and more.*

**TO APPLY:** Interested candidates should send a cover letter, including salary requirements, and resume to [human.resources@dbr.com](mailto:human.resources@dbr.com) and reference **Marketing Technology Manager** in the subject line. Incomplete submissions will not be considered.