

**DRINKER BIDDLE & REATH LLP**  
**BUSINESS DEVELOPMENT MARKETING COORDINATOR**  
**JOB POSTING**

<b>JOB TITLE:</b> Business Development Marketing Coordinator	<b>STATUS:</b> TEMPORARY
<b>REPORTS TO:</b> Senior Director of Marketing Operations	<b>LOCATION:</b> Philadelphia, PA
<p><b>SUMMARY:</b></p> <p>We are seeking a temporary Business Development Marketing Coordinator (“BDM Coordinator”) to join our team. The temporary BDM Coordinator 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 Manager.</p> <p>The role is comprised of a combination of support and marketing duties. The candidate will work with the Business Development Marketing Manager 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>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><b>ESSENTIAL JOB FUNCTIONS:</b></p> <ul style="list-style-type: none"> <li>• Support firm and practice group initiatives ranging from industry-related client outreach to practice group business development plans.</li> <li>• Support branding and visibility initiatives, including blog posts, social media, advertising, surveys, etc.</li> <li>• Fulfill general requests for marketing and business development materials</li> <li>• Assist with the writing and preparation of responses to RFPs and marketing pitch materials</li> <li>• Write submissions for legal and attorney rankings</li> <li>• Proofread and edit a wide range of internal and external communications</li> <li>• Maintain attorney bios and practice group profiles</li> <li>• Provide support with events and sponsorship</li> <li>• Update website content</li> <li>• Assist with maintaining the matter databases/spreadsheets</li> <li>• Ability to learn InterAction, InDesign and other software tools as needed</li> <li>• Other duties as assigned</li> </ul> <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>	
<p><b>KNOWLEDGE, SKILLS &amp; ABILITIES:</b></p> <ul style="list-style-type: none"> <li>• Strong written, proofreading and editing communication skills</li> <li>• Extremely detail-oriented and consistent in producing quality work</li> <li>• Excellent organizational skills and the ability to handle multiple priorities simultaneously</li> <li>• Strong knowledge of Microsoft Windows and Office suite (Word, Excel, Outlook) of applications required</li> <li>• Experience with social media</li> <li>• Able to follow instructions accurately and keep others informed of progress</li> <li>• Responsive and sensitive to internal and external client demands and deadlines</li> <li>• Self-motivated and able to work independently as well as part of a team</li> <li>• Able to work to work with all levels of firm management</li> </ul>	

- Flexible and dependable, including the ability to work overtime as needed
- Willingness to be flexible and perform responsibilities not specifically identified in the job description
- 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 assume new responsibilities as the department's and the firm's needs change.
- Adheres 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. InterAction, etc.) and marketing technology not required, but a plus.

We are an Equal Opportunity Employer offering a competitive salary.

**TO APPLY:** Interested candidates should send a cover letter, including salary requirements, and resume to [Human.Resources@dbr.com](mailto:Human.Resources@dbr.com) referencing **Temp BDM Coordinator** in the subject line. *Incomplete applications will not be considered.*