

Marketing Communications & Message Manager

FLSA Status: Exempt

Department: Marketing/Business Development

Reports to: Chief Business Development & Marketing Officer

Position Summary: Responsible for all communications and overall messaging/branding for JW.

Essential Duties and Responsibilities: Specific duties of this position include, but are not limited to:

- Develop and implement a strategic communications and public relations plan
- Work with firm management to identify and reinforce firm branding messages and market differentiators
- Develop and manage editorial calendar
- Manage and oversee external and internal communications, including print advertising, PR, web and print communications, client pitches, industry surveys, rankings and awards, giveaways, and internal presentations
- Create content including news items, press releases and written marketing collateral materials
- Edit and proofread copy for a wide variety of marketing materials and attorney-written content
- Assist attorneys in preparing and updating online biographies and in tailoring the content to meet their business objectives while aligning with the firm's brand style and voice
- Serve as liaison to incoming lateral attorneys, including development of firm bio, creation of press releases, and coordination of press coverage
- Oversee process of maintaining a record of media coverage relating to the firm and its attorneys
- Manage relationships with vendors
- Track and report on content goals
- Provide supervision, training and guidance to Marketing Assistants and Graphic Designer
- Manage budgeting and ongoing expenditures for communications initiatives
- Work with the Client Services team and Digital Marketing Manager to achieve firm objectives

Knowledge, skills and abilities required:

- BA/BS required, degree in English, Journalism, Public Relations, Communications, or Marketing with substantial law firm experience
- Prior management experience required

- Exceptional written and oral communications skills needed with adaptability to produce work in the firm's brand style and voice. Must be adept at producing content quickly and on deadline (same-day turnaround)
- Must be able to manage multiple concurrent projects
- Must be flexible and willing to work overtime as needed
- Must have strong interpersonal skills and the ability to work effectively with attorneys and staff at all levels and in all departments. Must be comfortable interacting with a variety of personalities with a client-service-oriented attitude and disposition
- The ideal candidate is detail oriented, can work independently (but must be a team player), possesses excellent presentation and communications skills
- Candidates must be familiar with Adobe Creative Cloud, WordPress, Microsoft Office and demonstrate basic HTML proficiency
- Work occasionally requires more than 40 hours per week to perform the essential duties of the position; may require irregular hours
- Other duties as assigned by employer
- Physical requirements are:
 - Sighted
 - Good hearing and clear speaking voice
 - Dexterity with hands and fingers
 - Must be able to lift light weights such as files and boxes (10-30 lbs)

The above is intended to describe the general content of and requirements for the performance of this job. It is not to be construed as an exhaustive statement of essential functions, responsibilities or requirements.