

Regional Marketing Assistant/Coordinator

FLSA Status: Non-Exempt

Department: Marketing / Business Development

Reports to: Regional Marketing Managers and Regional Marketing Specialist

Location: Austin

POSITION SUMMARY

Works as a part of a team driving locally-oriented business development and marketing projects undertaken by lawyers in assigned offices to build the Jackson Walker brand.

KEY PRIORITIES IN THE ROLE

Business Development

- Research community involvement opportunities for attorneys and maintain database tracking attorney engagement within various organizations
- Coordinate All Attorney Meetings and other local office meetings including scheduling/calendaring, collecting rsvs, coordinating meeting room reservations and A/V services, arranging catering, and working with Regional Marketing Managers to develop meeting content, including scheduling speakers and creating slides for meeting
- Support Regional Marketing Managers and Regional Marketing Specialist in scheduling, coordinating, documenting discussions, and following up on meetings, creating and implementing project plans, and conducting market research
- Assist with on-site logistics, execution, pre- and post- event publicity, and follow-up for local office events, as requested by Events team and department leadership
- Process sponsorship payment requests, assist attorneys as needed with collection and registration of event attendees, distribute sponsorship benefits and ensure their full utilization, and provide necessary marketing collateral to the sponsorship organizers.
- Serve as primary firm contact for unsolicited requests by potential clients for representation; coordinate response to requests via internal or external referral
- Serve as a primary contact for internal firm requests for marketing information, materials and assistance
- Track sponsorship usage and report on effectiveness of spending



Communications

- Research and maintain attorney licensing database including tracking of bar admissions, certifications, and languages spoken
- Maintain and update attorney rosters provided to various law firm directories
- Assist with compilation, follow up, and tracking of survey responses
- Assist with State Bar Advertising Review process as directed

Departmental Administration

- Maintain departmental diversity database
- Assist with departmental budgeting process as directed
- Assist with management of sports tickets as directed
- Coordinate departmental calendars
- Manage departmental files in iManage

The above is intended to describe the high-level priorities for the performance of this job. It is not to be construed as an exhaustive statement of essential functions, responsibilities or requirements.

WHAT YOU BRING TO THE JOB

- BA/BS, preferably business or marketing
- Prior legal marketing experience is a plus; Assistant title will be applicable to candidates at the 0 – 2 year experience level and Coordinator title will be applicable to candidates at the 3+ year experience level
- Technological proficiency
 - Word, PowerPoint, Excel, and Outlook
 - CMS experience (WordPress) is a plus
 - Marketing automation software (HubSpot preferred) experience is a plus
 - Basic HTML coding experience is a plus
- Great organizational skills and ability to manage multiple concurrent projects
 - Detail-oriented
 - Able to work independently (but as a team player), willing to pitch in and help as needed
 - Prior experience with a project management system (Monday.com, Trello, Basecamp, Asana) is a plus
- Strong interpersonal skills and the ability to work effectively with attorneys and staff at all levels and in all departments.
 - Comfortable interacting with a variety of personalities
 - Client-service-oriented attitude and disposition
- Flexibility; work occasionally requires more than 37.5 hours per week to perform the essential duties of the position; may require irregular hours



- 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)

To apply, please visit jw.com/careers/staff and submit the JW Employment Application and your resume.

