



POSITION DESCRIPTION

Position: Business Development & Marketing Manager

Reports To: Director of Administration

POSITION PURPOSE AND OBJECTIVES:

Plans, coordinates, and implements the firm's, practice groups', and individual attorney's activities with respect to marketing, business development, public relations, and client services. Objective is to increase visibility and brand recognition to strengthen and expand the firm's client base. Observes confidentiality of client and firm matters.

MAJOR JOB FUNCTIONS:

1. **Strategic Planning and Implementation:** Develops, implements, and manages the firm's business development and client services plan consistently with the firm's strategic plan and policies set by the firm's Board of Directors and administration. Supports and facilitates development, implementation, and tracking of business development/marketing plans for 9 practice groups and over 30 individual attorneys consistently with the firm's plan and policies. Participates in the firm's strategic planning activities with respect to evaluation and improvement of present client relations and services and future business development opportunities and activities.
2. **Budgeting:** Develops and manages the firm's business development and client services annual budget, which includes marketing expenditures for the firm, practice groups, and individual attorneys. Codes and processes invoices related to BDCS budget.
3. **Media/Public Relations:** Prepares and manages public relations activities and communications for the firm (or contracts with and provides oversight to outside agencies), including press releases, new attorney announcements and notices, other firm announcements, media materials, and coordination with any outside PR consultants.
4. **Advertising:** Designs (or contracts with and provides oversight to outside vendors to design) print and online advertising and negotiates media buys and associated contracts.
5. **Newsletters, Brochures and Promotional Materials:** Designs (or contracts with and provides oversight to outside vendors to design), updates, and maintains online and print marketing and business development materials for the firm and for attorneys, including

firm and attorney profiles, practice descriptions, brochures, and electronic newsletters. Also oversees mailing list creation and updates.

6. **Photography, Logos, and Promotional Products:** Arranges for professional photoshoots and maintains image and logo files. Prepares various art files (headshots, logos, graphics) for use in online and print materials. Designs artwork and selects products for promotional use at tradeshow, presentations, etc.
7. **Tracking and Reporting:** Maintains firm databases utilized for marketing, business development, public relations and client services and generates reports as requested.
8. **Website and Social Media:** Manages the firm's web site via a content management system (WordPress), social networking for the firm and its attorneys (LinkedIn, Facebook, etc.), and other electronic communications, including drafting and updating content and images, evaluating effectiveness, drafting and implementing policies, and working with outside technical and design consultants as needed.
9. **Directories and Awards:** Manages the firm's profiles on online directories and referral sites, submits information for attorney and firm awards, promotes awards, and determines which directories should be launched and maintained.
10. **Firm Memberships:** Evaluates and manages all firm memberships and works to take advantage of membership opportunities to enhance the firm's profile.
11. **Proposals and Resumes:** Supervises and coordinates the firm's RFP protocol process, including soliciting RFP's from appropriate prospective clients and drafting and submitting proposals for new business as needed. Participates in planning and presentation efforts as appropriate (including presentation packets, slides, etc.). Creates and maintains resumes for over 30 attorneys.
12. **Event Planning/Coordination and Gifts:** Manages business development/client services functions, events, and opportunities for the firm, including:
 - a. Develops, organizes, and provides support for firm receptions, conferences, seminars, and other special firm-sponsored events;
 - b. Attorney receptions and celebrations (and associated gifts); and
 - c. Holiday cards, gifts, and thank you gifts for clients or referral sources.
10. **Sponsorships and Speaking Engagements:** Identifies, evaluates, and makes recommendations for firm/attorney participation in sponsorships, conferences, tradeshow, speaking and writing opportunities, and similar events. Coordinates activities (RSVPs, promotional products, advertising, presentation slides, etc.) as needed. Promotes speaking engagements as appropriate.
11. **Surveys and Assessment:** Designs and conducts – or arranges for the design and implementation of – client satisfaction surveys and market research.

12. **Committee Leadership:** Leads the firm Business Development & Client Services (BDCS) Advisory Committee, including setting agendas, maintaining the project list, and suggesting issues which should come before the Committee. Serves as a member of any other committee needing marketing support.
13. **Coaching/Training Attorneys:** Coordinates training in business development and client services for attorneys and staff of the firm. Tracks progress and encourages tailored business development opportunities for each attorney and practice group in all locations.
14. Other duties as assigned.

KNOWLEDGE, SKILLS AND ABILITIES REQUIRED:

- Education:** College degree, or equivalent, required. Concentration in marketing, business, and/or communications strongly preferred.
- Experience:** At least five years in marketing manager/director (or assistant director) role within a professional services environment (law firm experience preferred). Has a proven record of strong leadership and consensus building skills; marketing management and strategic planning experience; and successful development and administration of a marketing program.
- Required Skills:** Must demonstrate initiative, be highly organized, able to manage multiple projects while prioritizing work assignments, and able to work well with attorneys and staff at all levels in the organization. Must have excellent communication, presentation and interpersonal skills. Needs good knowledge of Microsoft Office applications (Outlook, Word, Excel, PowerPoint), Adobe Creative Suite (InDesign, Photoshop, Illustrator), Adobe Acrobat Pro, and website content management systems (e.g. WordPress). Familiar with SEO and Google Analytics including ability to set goals, interpret metrics, and implement projects that will improve online performance and visibility. Excellent writing skills and the ability to understand the attorney-client relationship are critical. The successful candidate must demonstrate an ability to write effectively for public relations and other purposes for audiences inside and outside the firm and to prepare written materials to support and to follow-up marketing opportunities for the firm and for individual attorneys. Ability to evaluate opportunities for business development and manage a budget.
- Special Skills:** Understands the needs and expectations of law firm clients. Experience writing proposals and responses to Requests for Proposals preferred.
- Other:** Must be willing and available to travel between the firm's different offices as needed and required by the position's specific duties and responsibilities.

WORKING CONDITIONS:

Majority of work is performed in a modern office setting. The position requires ability to sit at work station for long periods of time, in addition to standing for periods of time. Position may require attendance at training seminars or workshops on topics directly related to the position.

REPORTING RESPONSIBILITY:

This position reports daily to the firm's Director of Administration. The Director of Administration conducts formal evaluations, reviews or modifies the duties of the position in conjunction with the Assistant Director of Administration, administers discipline, if needed, and recommends salary and bonus action.