

## Marketing Coordinator

The law firm of MacDonald Illig Jones & Britton, LLP is currently seeking a Marketing Coordinator. The Marketing Coordinator's primary responsibility is to assist with various marketing, business development, communications, and public relations efforts of the firm across all practice areas. The Marketing Coordinator supports programs and plans created to build market awareness and the community profile of the firm, plans and creates various client networking functions throughout the year, and works closely with firm management and the marketing committee to implement firm marketing strategies and initiatives.

### **Duties/Responsibilities:**

- Assist with the implementation of the Strategic Marketing Plan to raise the visibility of the firm and its practices. This will include marketing, business development, and public relations efforts, including seminars and client events, advertisements, press releases, marketing materials, and client alerts.
- Manage the firm website and maintain website content including writing, compiling and updating information for all sections of the website (attorney biographies, practice area overviews, news, articles, etc.).
- Manage sponsorships, including communications with external organizations and advertising.
- Identify opportunities to market individual attorneys, such as through seminars, writing opportunities, PR/Media, and community engagement activities.
- Assist in the creation and updating of various firm marketing materials, including attorney biographies, practice area overviews, event descriptions, etc. Ensure the consistency of all marketing, business development, and communication materials.
- Coordinate the production of client mailings, including Constant Contact client alerts and event invitations.
- Create and distribute new lawyer announcements to clients and prospects as needed and coordinate the advertising of these announcements.
- Develop and manage content marketing strategies, including overseeing the publication of monthly articles.
- Plan and manage various client events.
- Manage multiple projects with competing deadlines, maintain an up to date project list, and provide project status updates as necessary.
- Assists with the firm's community involvement efforts, and work with attorneys and staff to facilitate community outreach activities.
- Maintain various client marketing databases, including mailing lists.
- Assist in the development and management of new marketing initiatives and the firm's advertising strategy and campaign development.
- Manage marketing expenses for firm and practice group budgets.
- Work with the marketing consultant on various initiatives and issues.
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**Qualifications:**

- Two or more years of marketing, business development, or communications experience or a bachelor's degree in marketing, public relations, or communications *preferred*
- Knowledge of website management; experience with a content management system is a plus
- Knowledge of Adobe Creative Suite
- Excellent verbal and written communication skills, organizational skills and attention to detail
- Strong interpersonal and communication skills and must have a mature, professional and personable presentation and demeanor
- Ability to handle multiple projects simultaneously while ensuring timely completion
- Self-starter with the ability to problem solve, take initiative and work well both independently and as part of a team
- Ability to effectively multitask and work concurrently on a variety of projects and requests
- Requires proficiency in the use of database, spreadsheet, and word processing software
- Often requires work outside of normal business hours to perform the essential duties of the position

Please submit resume and cover letter to:

Carol Bowen, Human Resources Manager  
MacDonald Illig Jones & Britton, LLP  
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Erie, Pennsylvania 16507  
[cbowen@mijb.com](mailto:cbowen@mijb.com)