

# **Smith Anderson Position Description: Marketing Project Specialist**

**Reporting Relationship:** Reports to the Director of Marketing & Business Development

## **Responsibilities/Duties**

The following are essential job duties and responsibilities of the Marketing Project Specialist. The list is not exhaustive, and other duties may be assigned as necessary.

- Plan, oversee and implement large-scale firm projects (*e.g.*, microsites, brand material redo, CRM, etc.)
- Oversee the execution of projects stemming from business development plans and initiatives
- Manage the Firm's website presence, including ensuring website messaging and content is strategically positioned, search engine rankings are optimized and new ideas for enrichment are consistently implemented
- Administer the Firm's sponsorship program (*e.g.*, collect appeals, organize and track information, help assess ROI, and coordinate logistics between the Firm and contacts at the community organizations)
- Oversee and implement the Firm's social media strategy and program, including leading internal education sessions for lawyers regarding effective social media use
- Assist with developing and implementing internal marketing and business development training
- Prepare business proposal and RFP responses
- Maintain and help maximize Firm use of e-marketing and software accounts (*e.g.*, Hoovers, JD Supra, Constant Contact, etc.)

## **Education/Experience**

- Bachelor's degree in business, marketing, communications, or related field
- A minimum of five years of progressive strategic marketing and/or business development experience
- Experience with website creation, maintenance, and back-end system administration
- High level understanding of social media outlets and their relevancy to businesses (preferably in relation to professional service firms)
- Prior experience working with a CRM system, including back-end administration
- Proficiency with MS Office and Adobe Acrobat
- Working knowledge of Adobe InDesign, Illustrator, and Photoshop

## **Skill Requirements**

- Exceptional project management expertise, including an emphasis on processes building and best practice management
- Excellent analytical and problem-solving skills
- Outstanding oral communications skills
- Exceptional client service skills - "can do" attitude, willing to "go the extra mile"
- Great business instincts and sound judgment
- Excellent interpersonal and diplomacy skills
- Extreme level of attention to detail
- Ability to multi-task in a fast-paced, deadline driven environment
- Ability to take initiative/self-starter, but also knows when to ask for assistance or input
- Displays enthusiasm, self-confidence, and a professional demeanor
- Exceptional level of dependability
- Ability to thrive in a team-oriented environment