

PICKREL, SCHAEFFER & EBELING CO., L.P.A.

JOB DESCRIPTION

JOB TITLE: Marketing Director

FLSA: Exempt

DEPARTMENT: Administration

REPORTS TO: Legal Administrator

SUMMARY: Under general supervision of the Legal Administrator, performs all functions related to managing activities/events in the Firm's marketing plans and ensures they are completed in a timely and cost-effective manner. Exercises independent judgment and discretion to manage all communication regarding activities to assure full participation and continuation of work toward the Firm's marketing goals.

ESSENTIAL DUTIES AND RESPONSIBILITIES: "Essential functions" are primarily job duties that incumbents must be able to perform unassisted or with some reasonable accommodation made by the employer.

Provides technical and administrative support to the Marketing Committee on marketing/communications planning. Serves as a member of the Marketing Committee.

Develops the Firm's marketing plan from guidance provided by the Marketing Committee and then manages all marketing activities/events as described in the Firm's marketing plan. Ensures that all activities are completed in a timely and cost-effective manner.

Prepares annual marketing budget for the Firm and all departments.

Develops progress reports and presentations on projects and marketing programs as a whole.

Conducts or obtains market research and analyses to support the general marketing efforts of the Firm.

Creates various collateral pieces for use with the Firm's marketing activities. These may include development of Firm brochures and inserts for portfolios.

Manages the public relations and media functions for the Firm. Makes recommendations on newsworthy information.

Maintains good working relationships with the press to facilitate the publicity efforts of the Firm.

Recommends and oversees Firm events and activities.

Manages practice development projects assigned to outside agencies or consulting firms.

KNOWLEDGE SKILLS AND ABILITIES REQUIRED:

Knowledge of marketing administration at a level normally acquired through completion of a Bachelor's degree in Marketing, Business or equivalent.

Excellent working knowledge of electronic media, internet, and computers with fluency in Microsoft Office suite (Outlook, Excel, Word, PowerPoint, etc.).

Three to five years progressively more responsible work experience with legal or other professional service organizations in order to gain experience in managing the Firm's marketing activities.

Ability to organize and prioritize numerous tasks and complete them under time constraints.

Ability to proofread typed material for grammatical, typographical and spelling errors. Excellent written and oral communication skills.

Interpersonal skills necessary in order to communicate by e-mail, telephone and in person to provide information with ordinary courtesy and tact.

Interpersonal skills necessary in order to communicate and follow the instruction effectively from a diverse group of attorneys and staff and provide information with ordinary courtesy and tact. Ability to represent the Firm in a favorable and businesslike manner.

Work occasionally requires a high level of mental effort and strain when performing a high volume of deadline oriented tasks and duties.

Work can be full or part-time; to perform the essential duties of the position may require irregular hours.

WORKING CONDITIONS:

Normal office environment with little exposure to excessive noise, dust, temperature and the like.

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 and requirements.