



## JOB DESCRIPTION

**Title:** Business Development & Education Coordinator **FLSA:** Non-Exempt

**Reports to:** Business Development and Education Department Heads and Chief Operating Officer

**Summary:** At the direction of the Partner in Charge of Business Development and the Partner in Charge of Education respectively to assist with strategizing, planning, and executing all Business Development and Education initiatives, which includes implementation of cost-effective marketing and educational strategies and programs which create and sustain a competitive advantage for the Firm.

### **Essential Responsibilities:**

- Assist Firm branding, image, identity via marketing standards and vendor communication.
- Provide strategic planning support to management and assist in development, creation, and implementation of Firm's strategic marketing initiatives.
- Identify opportunities for participating in industry groups, and opportunities for sponsorship and/or other business development initiatives.
- Prepare and distribute monthly business development reports.
- Handle planning/logistics for Business Development and Educational events that foster relationship-building and educational components provided, including managing registration process and attending and being the "face" of the Firm on day-of events.
- Facilitate internal awareness/communication on Business Development/Educational matters.
- Run Firm social media platforms related to Business Development and Education, including creating, posting (sometimes with content from attorneys) and maintaining Firm blog, Firm newsletter, Facebook, Twitter, YouTube, LinkedIn, Instagram, and blast emails.
- Update/maintain Firm website as directed by Business Development Partner in Charge, including creating, editing, maintaining attorney bios and upcoming speaker engagements.
- At the direction of the Chief Operating Officer, ensure the marketing (internally and externally) of educational offerings hosted by the Firm on a consistent basis.
- At the direction of the Chief Operating Officer, coordinate with IT manager and other administrative team members to ensure smooth operations as it relates to Business Development and Education components.
- Assist in managing vendors who provide technical and other marketing support for the Firm, and responsible for technical aspects of Firm-sponsored webinars and other events.
- Compile and coordinate all proposals to prospective clients.
- Develop outlines and descriptions, distribute promotional and educational material in advance for Firm's virtual and in-person events, manage registration, review and edit PowerPoint presentations, produce certificates of CE credits post-events, and produce reports as requested.
- Oversee tracking and distribution of Firm's client appreciation gestures.
- Assist respective Partner in Charge with budget preparation and monitoring marketing and educational expenses and managing collection of fees from attendees for paid events.
- Assist other Partners in Charge and Chief Operating Officer as directed.
- Consistent and on-time attendance is required.

### **Qualifications and Skills:**

- Bachelor's degree and minimum 2 years marketing experience, preferably in a law firm.
- Friendly, creative, and innovative individual who is dependable, self-starter, and organized.
- Ability to work under extreme pressure with tight deadlines.
- Ability to work independently and as a member of a team and to network.
- Ability to prioritize and manage many tasks simultaneously.
- Willingness and ability to travel throughout the state in the course of serving the Firm.
- Knowledge of MS Word, PowerPoint, website editing software such as FrontPage, HTML formatting, Photoshop, and general Website administration.
- Social media platform knowledge including FB, Twitter, YouTube, LinkedIn, Instagram.
- Ability to organize and prioritize numerous tasks and complete them under time constraints.
- Ability to proofread typed material for contextual, grammatical, typographical, and spelling.
- Excellent interpersonal skills necessary to communicate verbally in person, by e-mail, and telephone and effectively follow instruction from diverse group of clients, attorneys, and staff and provide accurate and timely information.
- Ability to keep accurate time records.
- Practice Master, Goldmine, Excel, Worldox, and Outlook experience are pluses.
- English Proficiency – Speaking, reading, and writing.

### **ADA:**

- Must be able to remain in a stationary position for long periods of time.
- Must be able to focus on a computer screen for multiple hours at a time.
- Must be able to move and lift items up to 40 lbs. and climb ladders to retrieve/restore items.

\* Nothing in this job description restricts management's right to assign or reassign duties and responsibilities to this job at any time.\*

### **BENEFITS:**

Benefits are provided to full-time employees as more fully described in summary plan descriptions for our various benefit plans. For more information or to obtain current summary plan descriptions, contact the Chief Operating Officer. The Firm reserves the right to modify or eliminate benefits at its discretion, with or without notice. Benefits currently offered include, but are not limited to:

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|-----------------------------------|-------------------------------------|
| ▪ Medical insurance               | ▪ Long-term disability insurance    |
| ▪ Health Savings Account          | ▪ Life insurance                    |
| ▪ Dental insurance                | ▪ AD&D insurance                    |
| ▪ Vision insurance                | ▪ 401(k) with employer contribution |
| ▪ Short-term disability insurance | ▪ Profit-sharing plan               |

### **SALARY RANGE:**

Employee salaries are reviewed annually by Management. Salary adjustments are effective January of each year or at other such time as determined by the Firm. Employees are eligible for meritorious bonus consideration which timing and amounts are at the discretion of Management. This is a non-exempt, hourly-paid position with a base compensation range of \$40,000-\$65,000 per annum.