

# Position Description

## Industry Marketing Coordinator

### SUMMARY OF RESPONSIBILITIES

The Marketing Coordinator (MC) provides project management and administrative support to the Firm Marketing Group. The MC demonstrates a broad working knowledge of marketing and communications principles and disciplines in the course of coordinating a variety of assigned projects, programs and tasks. The MC may be specifically assigned to support certain industry group(s) and/or have general (non-industry specific) project assignments.

### ESSENTIAL FUNCTIONS

- Works to successfully execute marketing projects, ensuring assigned initiatives stay on time and within budget.
- Understand the firm's brand and how it translates to all audiences of the firm.
- Help ensure proper, consistent and effective implementation of brand and content standards across firm touchpoints as it relates to the assigned industry.
- Assist with client pursuits by preparing presentations, pitch books and writing proposals.
- Assist with development and distribution of communications including brochures, direct mail and newsletters.
- Assist with maintenance of firm's web site (assigned industry section(s) if applicable). Coordinate content review and approval process to help ensure quality control.
- Coordinate administration of e-mail marketing initiatives (newsletters, advisory bulletins, event e-vites, etc.)
- Assist and support users of client service and business development applications (CRM, CSP, etc. – specific to assigned industry(ies) if applicable).
- Assist with internal communications including administration of SharePoint and development of written articles (specific to assigned industry(ies) if applicable).
- Assist with logistics for conferences, tradeshow, seminars and other sponsored events.
- Support implementation of advertising media plans; coordinate with internal resources and publications.
- Support implementation of public relations plans and activities including conducting market research as needed.

### BENCHMARKS FOR EVALUATION

- Contribute to the success and growth of the firm and/or assigned industry groups.
- Consistently demonstrate high quality in work and relationships.
- Consistently demonstrate and reinforce the values of our firm as identified in our Code of Conduct.

### WORKING CONDITIONS

Involves work primarily in the assigned firm office and occasional attendance at off-site meetings and events. Work off-site may require the use of personal car. Some overtime may be required as needed throughout the year.

### REQUIRED EXPERIENCE

- Bachelor's degree in marketing, communications, public relations or related field
- Professional services marketing experience preferred
- Strong written, verbal, and interpersonal communication skills; able to effectively interface with various roles and leadership levels throughout the firm
- Superior organizational and project management skills with attention to detail
- Takes initiative and exhibits critical thinking skills
- Technically savvy; highly proficient with Microsoft Office programs and desktop publishing software; experience with developing and managing Web content, e- marketing tools, CRM systems and marketing databases
- Team-oriented and able to interface collaboratively with other members of the marketing and business development group, industry and geographic practice leaders, and external vendors and consultants