

Marketing Assistant

REPORTS TO: Director of Marketing & Business Development

STATUS: Non-Exempt



Prestigious law firm headquartered in Charlotte seeks full-time marketing assistant (37.5 hour week). We will offer the right candidate the opportunity to work with top-notch legal talent, a competitive and comprehensive compensation package, and continuous training. This position requires strong writing skills, keen attention to detail, outstanding interpersonal skills, innovative thinking, social media savvy, and prior work or internship experience.

RESPONSIBILITIES INCLUDE:

- Update and maintain data integrity in the firm's CRM system; establish and promote best practices.
- Oversee sponsorship fulfillment and logistics.
- Coordinate the scheduling and submission of legal directories, awards and related industry guides.
- Assist with content development for the website, social media, RFP responses, pitch materials and presentations.
- Maintain databases for precedent, marketing and business development.
- Produce and analyze website and social media analytics reports.
- Generate ideas for social media campaigns.
- Conduct client, prospect, industry and market research to support targeted business development efforts.
- Assist in creating and distributing electronic communications.
- Assist with business development and client outreach events.

QUALIFICATIONS/POSITION REQUIREMENTS

- Bachelor's degree in marketing, public relations, communications or a related field.
- One to two years' experience in a related field; will consider internship and academic experience.
- Strong written, verbal and interpersonal communication skills; knowledge of AP Style.
- Proficiency with Microsoft Office Suite required; familiarity with CRM systems and Adobe Creative Suite a plus.
- Ability to manage multiple projects simultaneously.
- Client service attitude with demonstrated ability to take initiative.

Email resume and letter of interest to Pamela Sachs, Director of HR (psachs@robinsonbradshaw.com).