

## MARKETING TECHNOLOGY COORDINATOR

### OVERVIEW

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Liebert Cassidy Whitmore (“LCW”) is a full-service law firm that specializes in providing legal services and educational training to California organizations throughout the state, including local government agencies, public and private schools, colleges and non-profits. More than just a law firm, we have been trusted advisors to these agencies and schools for nearly 40 years.

LCW seeks a motivated, bright, and enthusiastic individual to serve as the Firm’s Marketing Technology Coordinator. The Marketing Technology Coordinator will be part of the 10-person Marketing & Training Department and will work out of our Los Angeles office, reporting to the Business Development Manager.

The Marketing Technology Coordinator plans and executes assignments and projects related to maintenance and execution of Firm websites updates and changes, internal trainings, marketing design collateral (digital and print), and Customer Relationship Management (CRM) systems. This position performs a variety of audit and data quality assurance tasks to ensure accurate and prompt entry and reporting of marketing data.

A successful candidate must be able to handle the demands and pressures of a fast-paced environment and have the ability to prioritize multiple projects simultaneously. Excellent written and oral communication skills are required and it is expected that the Marketing Technology Coordinator will be technically savvy, detail-oriented, and analytical. It is expected that all tasks will be performed efficiently and accurately, with discretion, judgment, and a minimum of instruction and supervision. The successful candidate will need exceptional time management skills and possess the ability to handle many projects at once.

The duties of the Marketing Technology Coordinator include, but are not limited to those listed below. The Marketing Technology Coordinator may be assigned responsibility for other projects as needed.

**STATUS:** Non-Exempt

### RESPONSIBILITIES

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#### **Website & Data Management Systems**

- Monitor and assess operational effectiveness and troubleshoot and resolve issues related to system performance
- Generate and review scheduled audits to ensure quality and accuracy of reportable data
- Identify opportunities for business
- Create and post content for website
- Update and manage the CRM regularly to ensure accurate client information
- Manage and resolve bounce back emails and general inbox inquiries from recipients

**Training and Marketing Material**

- Design all marketing collateral for the Marketing & Training Department, including print and digital ads, social media and email marketing graphics, promotional flyers, client invitations, etc.
- Design and update Firm templates, including PowerPoint decks and RFP collateral
- Layout and distribute three firm monthly newsletters
- Work with Business Development Manager to update and track ad opportunities
- Assist with RFP response assembly, design, and packaging
- Coordinate assigned workshop updates to ensure timely completion and proper formatting of workshop material using Firm style guides

**Webinars, Consortium Workshops & Internal Training**

- Schedule, coordinate, and execute webinar-based consortium workshops
- Plan annual planning meeting for each consortium
- Organize and facilitate internal trainings throughout the Firm
- Assist with coordination of the Firm's webinar program

**Misc. Duties**

- Handle special projects including, but not limited to, market research and practice group reports, upon request
- Related duties as assigned

**REQUIREMENTS & QUALIFICATIONS**

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**Requirements**

- Bachelor's Degree in Marketing, Graphic Design, or related field
- Approximately 2-4 years of relevant work experience
- Excellent written and verbal communication skills
- Proficient in Microsoft Office – Word, PowerPoint, Excel, and Access
- Experienced with Adobe Creative Cloud – InDesign, Photoshop, and Illustrator
- Must work together as a team with clients as well as attorneys, managers and/or support staff and have a positive approach to all situations and requests
- The ability to multitask seamlessly and effortlessly
- Positive attitude (approachable, courteous, respectful) and maintains professionalism under pressure
- Demonstrates initiative and can work independently
- Highly detail-oriented
- Demonstrates initiative and can work independently while keeping deadlines
- Willing to adjust to changes in job requirements and scheduling

**Preferred Qualifications**

- Previous legal experience
- Coding knowledge (HTML, CSS)



## ADA

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Typical Essential Functions: The following essential functions are typical of functions which the individual occupying this position must perform unaided. A qualified person with a disability may request a modification or adjustment of the job or work environment (a reasonable accommodation), which the Firm will attempt to provide, unless undue hardship would result.

- Capacity to communicate and enunciate adequately, in person and via telephone, in a manner which can be understood by those with whom the coordinator is speaking.
- Capability of dialing or otherwise using a telephone to place and receive phone calls.
- Capability to pick up, leaf through, and read books, files and other materials.
- Willingness and capacity to come and go from the workstation repeatedly throughout the day as is necessary.
- Ability to access, input and retrieve information from a computer and typewriter to produce typed copy, reasonably free of errors.
- Willingness and capacity to travel to off-site locations.
- Capability of moving containers weighing up to 50 pounds.
- Capacity to reach forward to a high of 48 inches, to a low of 15 inches, to the side of 54 inches, and to the low side of 9 inches above the floor.
- Willingness and capacity to sit or stand for prolonged periods throughout the work day.
- Ability to change settings on various equipment used in and around a law firm.
- Ability to make/retrieve copies from various copy and fax machines.
- Ability to work well with other staff members and attorneys in a demanding environment.

In addition to being able to perform the various functions, a Liebert Cassidy Whitmore employee will be required to have certain personal and professional attributes, so as to meet the skill, experience, education, physical, medical, safety, and other job related requirements established by the Firm for this position.