

MILLS & MILLS LLP

BARRISTERS & SOLICITORS

ESTABLISHED 1884

Position: Marketing Manager
Reports To: Managing Partner/Chair of Marketing Committee
Department: All Departments

Are you a marketing professional with an interest in working in-house? Do you want to be the point person for all marketing, branding and event planning for a prestigious firm? If so, this is the ideal position for you.

Mills & Mills LLP is a mid-size growing law firm, with over 80 employees. Our core values that help guide each member in our firm are: **Integrity, Competence, Initiative, Cooperation, Respect and Care**. For us, there is no better question than “how can I help?”

We have the depth of talent and experience to serve clients at the highest level while maintaining a work environment that is enjoyable, supportive, and collegial. We offer competitive compensation/benefits and a positive and challenging work environment.

We are currently seeking a marketing coordinator that will promote the firm’s brand and services to existing and new clients, as well as managing the marketing budget, social media presence and internal and external marketing needs. The ideal candidate will possess excellent relationship-building and communication skills and have an innate desire to support and promote the success of the firm and its lawyers.

Purpose of the Role

To increase brand awareness; assist with the direction of all public relations of the firm; attract new clients; identify business development opportunities for lawyers; ensure proper client relations and services.

Responsibilities

Communications

- Manage communications with marketing consultants
- Manage social media presence and blog posts
- Update company website

Marketing

- Seek speaking opportunities for lawyers
- Maintain relationships with professional associations and community partners
- Manage cross-department marketing efforts
- Manage external presence for consistent branding

Support

- Onboard marketing and social media for new lawyers
- LinkedIn support
- Draft updates and announcements

Events

- Manage events calendar
- Run virtual presentations
- Event planning and execution
- Organizing promotional materials

Client Relations

- Reach out to clients for feedback/conduct surveys
- Request and respond to Google reviews
- Field complaints and liaise with lawyers as appropriate
- Upsell client services
- Holiday greetings and annual recognition
- Manage certain client relationships

Requirements

- Marketing diploma or equivalent
- Demonstrated knowledge of marketing principles
- Experience with promoting brands
- Proficiency with all aspects of social media
- Ability to update websites
- Demonstrated excellence in client facing roles
- Strong project management skills
- Demonstrated ability to handle multiple priorities and reporting requirements
- Event management and social skills
- Some experience in a legal environment is a definite asset

Working Conditions

- Full time, overtime is expected occasionally
- Temporary hybrid work environment

Mills & Mills LLP is an inclusive employer dedicated to building a diverse workforce. We encourage applications from all qualified candidates and will accommodate applicants' needs under the respective provincial human rights codes throughout all stages of the recruitment and selection process. Please advise the Human Resource Manager to ensure your accessibility needs are accommodated throughout this process. Information received relating to accommodation will be addressed confidentially.