

SENIOR MANAGER OF BUSINESS DEVELOPMENT AND MARKETING

JOB DESCRIPTION

Berg Hill Greenleaf & Ruscitti is a full-service law firm with its main offices in Boulder and Denver, Colorado. Formed in 2005 with five lawyers, today BHGR has more than 40 attorneys. We offer a competitive salary and benefits package including paid parking and a casual dress environment. Berg Hill Greenleaf Ruscitti LLP is an equal opportunity employer that recognizes and values diversity as part of our firm culture.

We are seeking a Senior Manager of Business Development & Marketing (“BDMM”) to join our team. The BDMM works and collaborates with the Marketing Committee, Managing Partner and Management Committee, Director of Administration, Practice Group Leaders, outside Fractional CMO and outside marketing and public relations professionals. This position is responsible for being the point person for all marketing and business development activities for the Firm.

Duties & Responsibilities

Marketing

- Develop a thorough knowledge and understanding of the Firm’s practice, its attorneys, client base, systems and procedures
- Research and identify future marketing opportunities for the Firm and its attorneys
- Continue to execute and expand the Firm social media presence
- Continue the development and implementation of all Firm, practice group and individual attorney marketing and business development plans
- Oversee and administer Firm marketing budgets and expenses
- Maintain Firm website and Internet presence, including a content marketing strategy
- Enhance the Firm’s brand and reputation with key audiences, including clients, prospective clients and referral sources
- Oversee media outreach, including by-lined articles and press releases
- Research and identify opportunities with channel partners or business organizations for the Firm and its attorneys to become involved and active
- Oversee and approve all sponsorships and charitable contributions
- Identify, manage and approve all advertising, including law firm and lawyer rankings and directories
- Assist with the onboarding of new attorneys and support staff
- Build and maintain up-to-date client database for all key contacts of the Firm

Business Development

- Assist in developing and presenting proposals and responding to RFPs
- Identify and support speaking and writing opportunities for the Firm and its attorneys
- Manage and oversee all Firm marketing seminars and events
- Assist in performing company and prospective client research for “know the client” information
- Develop and implement effective marketing and business development training

- Provide individual partner and associate support in marketing and business development on a regular and ongoing basis

Qualifications:

- Five or more years of experience in marketing/business development, preferably in a law firm or professional services environment.
- Minimum of a bachelor's degree, communications or marketing major preferred
- Excellent organizational, interpersonal relations, written and verbal communication skills
- Marketing, PR, social media and project management experience
- Works well under pressure, is a team player and an excellent problem-solver
- Works to build and maintain strong working relationships at all levels in the organization

Contact:

- Send resume and cover letter to Cathy Thorne, Director of Administration, at cat@bhgrlaw.com. No telephone calls please.