

Marketing Director

Berg Hill Greenleaf Ruscitti LLP, Boulder County's largest local law firm, seeks a Marketing Director who is enthusiastic, creative, computer savvy and is interested in learning the business of a professional services firm. This is a full-time position including benefits.

Responsibilities:

- Create, develop and implement a Firm-wide marketing plan with a focus on social media, digital content generation, and search engine optimization
- Assist lawyers and practice groups with customized marketing and business development plans
- Research and identify future marketing opportunities for the Firm and its attorneys
- Develop and advance the Firm's brand and reputation with key audiences, including clients, prospective clients and referral sources
- Prepare digital and print marketing materials
- Manage Firm website and social media sites
- Assist attorneys in maximizing LinkedIn accounts and updating website bios
- Interface with outside organizations to support Firm sponsorship marketing activities
- Manage all Firm print advertising and media outreach
- Organize, plan, and implement all Firm marketing seminars and events
- Manage Firm marketing budget
- Other marketing related tasks as required

Specific Requirements:

- Knowledgeable in Word, Outlook, PowerPoint, WordPress, Photoshop, and Constant Contact, or similar programs.
- Solid graphic design capabilities and familiarity with basic design software applications
- Experience marketing and organizing public events
- Experience developing professional advertisements, brochures, and other marketing materials
- Experience with marketing legal or other professional services (preferred but not required)
- Excellent writing skills
- Strong communication skills
- Client service orientation
- Ability to communicate effectively with attorneys and outside vendors

Send cover letter and resume to:

Cathy A. Thorne
Director of Administration
cat@bhgrlaw.com

Berg Hill Greenleaf Ruscitti LLP is an equal opportunity employer that values Diversity as part of our Firm culture.