Business Development and Digital Marketing Coordinator

Lawson Lundell LLP is a leading regional Canadian business law firm with offices in Vancouver, Kelowna, Calgary and Yellowknife, who is known for its practical, strategic, approach to legal and business problems. We have been recognized by Chambers Canada as the #1 regional law firm in the country, by Canadian Lawyer magazine as the #1 regional firm in British Columbia, Alberta and the territories since 2010, and our lawyers have received national and international recognition in numerous legal directories and publications. Our clients are leaders in the jurisdictions where we are located and around the world.

Lawson Lundell LLP is seeking a Business Development and Digital Marketing Coordinator to join our Vancouver office. The successful candidate is an enthusiastic, hardworking individual who would like to work in our Business Development and Marketing Department. This position is full-time, Monday – Friday.

Standard Responsibilities

Primarily responsible for providing support and maintenance of the firm’s website, social media channels, CRM and electronic communications. Expected to create an impressive, responsive and engaging digital and graphic presence. Has the opportunity to lead key projects and initiatives, including planning and developing digital marketing strategies aligned with the firm’s strategic priorities and brand.

Essential Job Functions

- Create and implement marketing campaigns and events across multiple platforms and formats (digital, social and email) to drive demand, engagement, and retention.
- Ensure campaigns adhere to brand standards, marketing best practices and applicable regulations, including CASL. Maintain an up-to-date calendar of ongoing and upcoming campaigns.
- Coordinate and create assigned graphics projects using Adobe Creative Suite, ensuring that assigned projects are completed on time, within budget and within firm standards and quality.
- Support the execution of social media campaigns across LinkedIn and Twitter, and other channels, where applicable.
- Collaborate across the firm to manage website content, practice area pages, industry pages, and other sections of the website.
- Responsible for providing logos when requested, maintaining graphics files, lawyer photos and graphic supplies (such as specialty paper, branded folders, etc.).
- Provide performance reports to firm leadership and internal stakeholders.
- Day-to-day support and maintenance of the CRM system, including ticket cleanup as well as list and contact management.
- Promote InterAction as a strategic business development tool for pipeline/business planning and targeting, including providing refresher training where needed.
- Build and foster relationships with vendors to coordinate website and social media projects and overseeing platform improvements.
- Assists in ensuring brand compliance with all internal clients and outside vendors.
• Coordinates projects with outside vendors that include obtaining the best pricing at the most efficient production process and ensuring vendors comply with the firm’s brand standards.
• Recommends and strategizes new designs, formats and templates.

Specific Requirements

• Bachelor's degree in Marketing, Business, or a related discipline an asset
• Proven working experience (ideally 3-5 years) in a similar digital marketing role
• Thorough knowledge of graphic design, email communications and CASL best practices
• Advanced knowledge of programs within the Adobe Creative Suite, including InDesign, Photoshop and Illustrator
• Strong experience with a CRM system, Interaction knowledge would be a plus
• Advanced knowledge of email marketing software, Vuture knowledge would be a plus
• Advanced knowledge of MS Office Suite including: Outlook, Word and Excel;
• Strong oral and written communication skills
• Ability to work well independently and in a team oriented environment
• Ability to handle multiple projects and complex tasks simultaneously; and
• Capable of paying close attention to detail, staying productive and accurate under pressure with tight deadlines

If you are a professional, self-motivated hardworking team player with a positive outlook and would like to share your expertise with us, please submit your resume with a cover letter to Elizabeth Reymundo, Director of Business Development and Marketing at ereymundo@lawsonlundell.com.

Although we thank all applicants for their interest in Lawson Lundell LLP, only shortlisted candidates will be contacted. No phone calls please.