

## JOB DESCRIPTION – Marketing Manager

**REPORTS TO:** Marketing Director

### **OVERVIEW:**

Torkin Manes is a dynamic, mid-sized law firm based in downtown Toronto. Our 90+ lawyers practise in all areas of business law and litigation. Torkin Manes is ranked in *Canadian Lawyer* magazine as one of the top 10 regional law firms in Ontario.

Our three-person marketing team is responsible for developing and executing marketing and business development strategic priorities for the firm, including the implementation of marketing tools, business development and communications programs, events, maintenance of the firm's online presence, market research and analytics, and developing marketing materials to promote the firm. We are a busy, customer-service oriented department.

### **POSITION SUMMARY:**

The Marketing Manager works closely with the Marketing Director to drive firm revenue through the development and implementation of marketing and business development strategies to build the firm's reputation, retain and attract clients, and to identify and target new sources of work.

As a core member of this dynamic and proactive team, the successful applicant will have the opportunity to help take our department to the next level – bringing experience and creativity to ongoing initiatives and special projects as well as fine-tuning standardized procedures and developing business development tools for the firm as a whole. This person will collaboratively consult with other members of the firm to execute on the firm's strategic priorities and improve the effectiveness and efficiency of processes, programs, and infrastructure. The Marketing Manager is responsible for supervising our Marketing & Events Coordinator.

### **RESPONSIBILITIES:**

#### **Business Development Initiatives**

- Work with Marketing Director and practice group members to implement targeted business development initiatives and projects
- Perform market research and competitive analysis to help inform effective business development strategies

#### **Communications**

- Prepare and post news items (internal and external)
- Proofread and copyedit various internal and external communications including LegalPoint newsletters, event invitations, other client communications
- Manage updates for TM Connect, our firm intranet

### **Project Management**

- Manage Torkin Manes communications projects such as LegalPoint Video Series
- Develop and administer Torkin Manes' LegalPoint Webinar Program
- Work with internal advisory group to develop and maintain Representative Work Database
- Collect and maintain interim list of representative work
- Work with Finance and IT to develop and troubleshoot Referral Report process
- Work with Marketing Director to conceive and implement additional projects to raise the firm's profile with targeted audiences

### **Digital Marketing**

- Work with vendors to utilize, troubleshoot and enhance software for distribution of content (Vuture, ClearView Social, Mondaq, Lexology, etc.)
- Work with vendor (Cubicle Fugitive) on platform updates to TM Connect
- Develop and manage the firm's social media presence
- Provide LinkedIn Basics training – assisting lawyers to establish and enhance their LinkedIn profiles
- Prepare analytics reports

### **Client Relationship Information Management**

- Manage the CRM system (ContactEase)
- Work with CRM vendor to implement upgrades and troubleshoot issues
- Design/adapt CRM training programs and materials for legal assistants, lawyers and admin team
- Manage firm-wide communications regarding CRM, including updating firm intranet CRM page with information on standards and best practices, and training documentation
- Manage ad-hoc CRM team (this is a group of assistants who contribute a portion of their time to CRM activities)
- Oversee the use of the CRM for monitoring of business development activities and generating client, prospect and event reports – tracking referral sources, industry sectors, etc.
- Oversee use and maintenance of the firm's mailing lists

### **Market Recognition**

- Maintain relationships with legal directories (Chambers, Lexpert, Best Lawyers, etc.)
- Manage annual directory bookings, oversee submission of ongoing updates and lawyer biographies
- Advise lawyers on directory submissions strategies and manage submissions process
- Manage deal submissions (Lexpert Big Deals, etc.)
- Track directory rankings and communicate newsworthy results to internal and external audiences

### **Marketing Infrastructure and Processes**

- Work with training department on roll-out and usage of firm-wide templates and other tools (ie. PowerPoint presentations)
- Manage marketing portion of onboarding process for new lawyers
- Draft and update marketing process documentation

**Other**

- Supervise Marketing & Events Coordinator, summer student, and other ad hoc staff members as required
- Assist with proposals on an as-needed basis

**QUALIFICATIONS**

- University or college degree in Marketing, Communications, English, or Business with a marketing focus
- Five or more years' experience in professional services firm

**SKILLS**

- Excellent interpersonal and communication skills, both oral and written, including editing and proofreading
- Strong organizational and productivity skills
- Project management efficiency
- Excellent skills with the Microsoft Office suite, especially Word, PowerPoint, and Excel
- Experience in establishing and maintaining an online presence, including website, LinkedIn, Facebook, and Twitter
- Experience with database programs such as ContactEase or Interaction
- Some experience in the use of Adobe products desirable (InDesign, Acrobat, Photoshop)

**APTITUDES**

- Self-starter with good problem-solving skills
- Able to function well in a fast-paced environment, where changes of plan are the norm
- Able to meet deadlines, prioritize tasks, manage expectations and remain calm under pressure
- Able to deal with sensitive, confidential material
- Able to work with a variety of personality types, and to relate in a professional manner to senior firm members, outside vendors, and colleagues
- Detail-oriented, having a passion for accuracy
- Flexible, team player
- Good grasp of, and pride in, customer service

**Interested candidates should apply to [recruitment@torkinmanes.com](mailto:recruitment@torkinmanes.com)**

Torkin Manes LLP welcomes and encourages applications from people with disabilities. Accommodations are available on request for candidates taking part in all aspects of the selection process.

We wish to thank all applicants for their interest, however, only candidates selected for interview will be contacted. No telephone enquiries or agencies, please.

*January 4, 2017*