



Posted on: April 9, 2018

WE ARE HIRING A MARKETING & COMMUNICATIONS COORDINATOR

This position is responsible for providing marketing and business development support of the practices' business development, marketing, and communications plans, under the supervision of the Marketing & Business Development Manager. Your mission is to take on a variety of marketing and communications activities with competence, grace and confidence. You are a people-person and known to multi-task and prioritize effectively.

You will:

- Assist in the RFP process, including pitches and promotional packages, and help administer and maintain representative matter/deal/client lists for use;
- Develop content for marketing materials, including advertisements, lawyer biographies, press releases, newsletters, practice profiles, the firm's website and other communications pieces;
- Generate posts for the firm's social media platforms including, LinkedIn, Twitter and Facebook, and provide individual lawyers with social media assistance and advice as required;
- Identify opportunities for award submissions on behalf of the firm, including writing and coordinating submissions, and maintaining/updating the firm's directories and rankings;
- Support the initiation and roll-out of a new CRM database;
- Coordinate the firm's holiday initiatives, including client gifts and holiday cards;
- Coordinate, plan and track RSVP's for firm client functions, receptions, promotional events and seminars, including logistical implementation of events, sourcing vendors, negotiating costs, food & beverage and A/V;
- Maintain the firm's inventory of branded merchandise and promotional items, including, sourcing, ordering and distribution of client swag;
- Coordinate with several suppliers ensuring prompt and appropriate delivery of goods and services;
- Coordinate photo shoots for the firm's website and advertising campaigns;
- Allocate the firm's sporting tickets for business development purposes;
- Conduct legal marketing research and miscellaneous marketing projects as needed;
- Work the occasional overtime (paid) during peak seasons and events;
- Develop content for e-newsletters, e-greetings, etc., using Constant Contact;
- Liaise with graphic designers on creative designs including advertising and





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- Sponsorship coordination.

You possess:

- A thorough knowledge of marketing and communications principles, preferably within the professional services environment (preferably law);
- A degree or diploma in marketing, or 3-4+ years' experience in marketing;
- An ability to build credibility with lawyers, and can form collaborative relationships with other team members and staff;
- Capability to identify appropriate communication channels for different types of content, for maximum audience reach and engagement and;
- Exceptional organizational skills, strong attention to detail, ability to work autonomously and multi-task, meet tight deadlines and problem-solve while responding to changing priorities.

Your technical skills include:

- CRM database;
- CMS website systems (WordPress);
- MS Office applications (PowerPoint, Excel, Word, Outlook);
- Adobe Creative Suite (InDesign, Photoshop, Illustrator);
- Hootsuite, Constant Contact and Survey Monkey;
- Excellent working knowledge of social media platforms (Twitter, Facebook, LinkedIn);
- Basic graphic design skills; and
- Good writing skills.

Please submit your resume to:

Cindy Z.P. Hildebrandt
Manager of Human Resources
Email: childebrandt@rbs.ca



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