



RICHARDS
BUELL
SUTTON LLP
Established in 1871

Marketing Specialist Role

Richards Buell Sutton is a mid-sized, Vancouver-based law firm. RBS is the oldest law firm in British Columbia, and yet, forward-thinking and inspired.

RBS LLP is looking for a dynamic individual to join our high-performing team, who will support our marketing and business development activities as Marketing Specialist. Your mission is to take on a variety of marketing and communications activities with competence, grace and confidence. You are a take-charge people-person and known to multi-task and prioritize effectively.

You will:

- Develop content for marketing materials including advertisements, lawyer biographies, press releases, newsletters, practice profiles, the firm's website and other communications pieces;
- Develop promotional campaigns and generate posts for the firm's social media platforms including, LinkedIn and Twitter, 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;
- Assist in the RFP process, including pitches and promotional packages, and help administer and maintain representative matter/deal/client lists for use;
- Support the maintenance and development of the firm's CRM database;
- Coordinate, plan and track RSVP's for firm client functions, receptions, promotional events and seminars, including logistical implementation of events, sourcing and working with vendors, negotiating costs, and coordinating catering and A/V requirements;
- Coordinate the firm's holiday initiatives, including client gifts, holiday print cards, and the firm's holiday e-blast;
- Maintain the firm's inventory of branded merchandise and promotional items, including, sourcing, ordering and distribution of client swag;
- Coordinate and collaborate with various suppliers ensuring prompt and appropriate delivery of goods and services;
- Coordinate photo shoots for the firm's website and advertising campaigns;
- Conduct legal marketing research and miscellaneous marketing projects as needed;
- Develop content for e-newsletters, e-greetings, etc., using our communication software, Constant Contact;
- Liaise with graphic designers on creative designs including advertising;
- Sponsorship coordination; and
- Work the occasional overtime (paid) during peak seasons and events.

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 knowledge;
- 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 including Twitter and LinkedIn;
- Basic graphic design skills; and
- Excellent writing skills.

Please submit your resume to:

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