



## JOB DESCRIPTION

# BUSINESS DEVELOPMENT & MARKETING MANAGER

**FLSA:** Exempt  
**Department:** Business Development & Marketing  
**Reports To:** Director of Business Development and Marketing  
**Approved on:** September 14, 2020

Newmeyer Dillion, a regional firm, is a multi-service law firm that provides both litigation and transactional representation. The Firm has gained national recognition for its construction and insurance work, and provides representation in a comprehensive range of practice areas and industries. This position will be based out of the firm's Newport Beach office.

**Essential Duties and Responsibilities include, but are not limited to:**

### **BUSINESS DEVELOPMENT:**

- Prepares and manages the process of pitch books, presentations and proposals.
- Gathers and analyzes large amounts of research information, and then synthesizes into concise reports.
- Researches, analyzes and executes on the firm's client engagement and growth initiatives.
- Project management support for business plans, sector group initiatives and department needs.

### **MARKETING COMMUNICATIONS:**

- Oversees the firm's content marketing strategy, including implementing best practices on thought leadership, and social media and effectively reporting on the success of these measures.
- Manages the firm's day-to-day PR initiatives, including offering guidance, oversight guidance and oversight of the firm's outside business partners.
- Oversees the firm's collateral and ad creation strategy, including interfacing and managing projects with the firm's business partners.
- Supports the onboarding and effective project managements of the firm's technology.



# **BUSINESS DEVELOPMENT & MARKETING MANAGER**

## **EVENTS:**

- Manages all marketing events such as retreats, seminars and hosted receptions.

## **OVERALL:**

- Supports firm-wide marketing projects and tasks, as needed.

*Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities, and activities may change at any time with or without notice.*

## **Education/Experience Requirements**

- Bachelor's degree required, preferably in a marketing-related field.
- 5-7 years of experience in professional services, marketing/business development or corporate communications.
- Experience in the legal field preferred.

## **Knowledge, Skills and Abilities**

- Strong client service approach.
- Strong analytical, written and verbal communication skills. Public relations experience a plus.
- Effective project management experience.
- Experience with technology platforms, email and internet marketing campaigns, and understanding of databases and list management software.
- Experience with effectively implementing social media campaigns, experience with e-marketing programs.
- Ability to work well independently and collaboratively in a team environment, while managing priorities.
- Strong attention to detail.
- Ability to deal courteously and efficiently with attorneys, clients, administrative and support staff, outside vendors and peers.
- Maintain confidentiality and respect for firm, client, and employee proprietary, sensitive and confidential information.
- Proficiency in Microsoft application, including Word, Excel, PowerPoint and Outlook.

## **Physical Environment and Working**

### **Conditions**

The physical demands described here are representative of those that must be met to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions:

- Normal office environment with little exposure to excessive noise, dust and temperature extremes.
- This position routinely uses standard office equipment such as computers, phones, multi-function devices (copy, fax and scanning machines), and filing cabinets.
- While performing the duties of this job, the employee is regularly required to talk or hear. The employee is frequently required to stand; sit; walk; use hands to finger, handle or feel; and reach with hands and arms.
- Some light lifting of 15 pounds or less is required on a regular basis.
- Work may occasionally require more than 40 hours per week.
- May be required to assist with marketing functions outside the office which may require some travel.