

Marketing Specialist  
Full-Time, At-Will  
Location: In-Person/Hybrid  
Shifts/Hours: Weekdays, 8a-5p  
FLSA Classification: Non-Exempt  
Salary: \$20-25/hour  
Reports to: Marketing Coordinator  
Last Revised: May 2025

## Marketing Specialist

### Job Summary

The Marketing Specialist provides essential support to the Marketing Coordinator and the broader marketing team, ensuring the smooth execution of marketing strategies. This role requires a detail-oriented, self-motivated individual who is capable of balancing creative marketing work with administrative support. The Marketing Specialist will assist in the creation of digital content, manage day-to-day social media activities, attend and organize local networking/branding events, and handle various administrative tasks in support of the marketing team. By contributing to initiatives that align with the firm's vision to be a leading law firm in technological innovation, the Marketing Specialist helps maintain the firm's competitive edge and forward-thinking approach.

### Essential Functions

Reasonable accommodation may be made to enable individuals with disabilities to perform these essential functions.

### Marketing Support

- **Content Creation and Management:** Develop client-focused content for the website, blog, newsletters, social media, campaigns, and firm communications, ensuring alignment with the firm's content calendar and branding.
- **Social Media Coordination:** Support the Marketing Coordinator in managing the firm's social media platforms, scheduling posts, and tracking engagement metrics.
- **Event and Webinar Logistics:** Assist in the planning and coordination of firm-hosted events, webinars, and community outreach initiatives. Manage RSVPs, create and prepare content and materials, and support post-event follow-up.
- **Brand Management:** Maintain the firm's brand identity across all touchpoints. Assist in developing brand guidelines and monitoring brand perception.
- **Website Management:** Assist in updating and maintaining the firm's website, including blog posts, resources, attorney profiles, etc. Create content to support Search Engine Optimization Efforts.

- **Public Relations Management and Media Outreach:** Build relationships with media outlets and position firm attorneys as family law experts. Develop press releases, coordinate media interviews, and manage the firm's reputation.
- **Email Marketing:** Develop educational campaigns through email marketing. Monitor engagement metrics and manage the firm's online reputation. Assist with creation of internal and external newsletters.
- **Client Feedback:** Assist in capturing and responding to client feedback in alignment with firm branding and values.
- **Promotional Materials:** Develop professional brochures, information packets, presentation materials, and digital assets. Ensure all marketing materials reflect the firm's expertise and are accessible to clients.
- **Other Duties:** As part of a dynamic and growing marketing department, this role may involve new duties and tasks as the firm identifies additional needs. This position is expected to be flexible regarding tasks completed, and may assist with other general, marketing, sales, or administrative tasks as requested.

### Competencies

- **Strategic Thinking and Planning:** Ability to plan and prioritize tasks to meet firm deadlines, while anticipating and resolving problems as they arise.
- **Creativity and Innovation:** Ability to develop distinctive marketing approaches in a competitive field.
- **Digital Marketing Expertise:** Basic knowledge of PPC and website development principles to effectively support vendors in digital marketing improvements.
- **Brand Alignment:** Understanding of basic branding techniques and principles to ensure consistent alignment across all brand channels and touchpoints.
- **Communication and Relationship Building:** Excellent written and verbal communication skills with the ability to translate complex legal concepts into accessible marketing content.
- **Project Management:** Manage multiple projects simultaneously, meet deadlines, and deliver high-quality results.
- **Technical Proficiency:** Familiarity with CRM platforms, social media tools, and other digital marketing strategies.

### Work Environment and Physical Demands

This role operates in a professional office environment. Employees will work indoors using standard office equipment such as computers, phones, photocopiers, filing cabinets, and fax machines.

The position is largely sedentary, involving tasks performed while sitting. Specific physical requirements include:

- Close visual acuity for tasks like preparing and analyzing data, transcribing, viewing a computer screen, and extensive reading.
- Ability to operate standard office equipment and keyboards.
- Walking short distances and occasional driving for material delivery.
- Lifting and carrying small parcels and packages.
- Standing, walking, and sitting.
- Stooping, kneeling, bending, and crouching (lifting up to 25 pounds).

### Travel

Some travel (5%) may be required.

### Necessary Education and Experience

- **Minimum:** Associate degree in Marketing, Business, or related field; or equivalent work experience.
- **Preferred:** One year of experience in a similar support role, ideally within a legal or marketing environment.

### Affirmative Action/EEO Statement

Wilson Kester is an equal opportunity employer. We celebrate diversity and are committed to creating an inclusive environment for all employees.

### Other Duties

Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties, or responsibilities required of the employee for this job. Duties, responsibilities, and activities may change at any time. The firm has a documented dress code policy. As this role interfaces with clients and team members, professional appearance and dress in accordance with company policy is always required.