

Job Title: Marketing Manager

Reports to: Fractional CMO

Location: In-person

FLSA Status: Exempt

Salary: \$95,000 - \$110,000 annually

Position Overview

The Marketing Manager is responsible for driving strategic marketing decisions through comprehensive data analysis, budget optimization, and team leadership. This role focuses on translating marketing performance data into actionable insights, managing marketing budget allocation across channels, and leading a team of marketing professionals to achieve firm growth objectives. The ideal candidate combines strong analytical skills with leadership capabilities and strategic thinking.

Key Responsibilities

Data Analysis & Strategic Insights

- Analyze marketing performance data across all channels (SEO, PPC, LSA, referrals, content marketing)
- Develop comprehensive marketing dashboards using Google Analytics, CallRail, Lawmatics, and MyCase data
- Identify trends, opportunities, and performance gaps through cross-platform data analysis
- Conduct ROI analysis for all marketing initiatives and campaigns
- Perform competitor analysis and market research to inform strategic decisions
- Create predictive models for lead generation and client acquisition forecasting

Marketing Budget Management

- Develop and manage annual marketing budget allocation across all channels and initiatives **with Fractional CMO approval**
- Monitor monthly and quarterly budget performance against targets
- Optimize budget distribution based on performance data and ROI analysis **in consultation with Fractional CMO**
- Negotiate and manage vendor contracts and pricing for marketing services
- Conduct cost-benefit analysis for new marketing opportunities and technologies **for Fractional CMO review**
- Prepare budget variance reports and recommendations for leadership **and Fractional CMO**

Reporting & Performance Management

- Create comprehensive monthly, quarterly, and annual marketing performance reports **for Fractional CMO and executive leadership**
- Present data-driven insights and recommendations to executive leadership **and Fractional CMO**
- Develop KPI frameworks and performance metrics for all marketing activities **with Fractional CMO guidance**
- Track and report on lead quality, conversion rates, and client acquisition costs

- Monitor marketing attribution and multi-touch campaign performance
- Prepare board-level marketing performance presentations **in collaboration with Fractional CMO**

Team Leadership & Management

- Directly supervise Senior Marketing Coordinator and Marketing Specialist
- Set performance goals, conduct reviews, and provide career development guidance
- Coordinate team workload and project assignments to maximize efficiency
- Mentor team members on data analysis, marketing best practices, and professional growth
- Facilitate team meetings and strategic planning sessions
- Manage team professional development and training initiatives

Strategic Planning & Execution

- Develop quarterly and annual marketing strategies based on data insights **in collaboration with Fractional CMO**
- Collaborate with leadership and **Fractional CMO** to align marketing objectives with business goals
- Evaluate and recommend new marketing channels, technologies, and opportunities **with Fractional CMO guidance**
- Oversee marketing campaign strategy and execution across all channels
- Ensure marketing initiatives comply with legal industry regulations and best practices
- **Present strategic recommendations to Fractional CMO** for approval and refinement

Brand Strategy & Development

- **Lead brand development initiatives** for statewide family law firm **under Fractional CMO guidance**
- **Create brand guidelines, messaging frameworks, and visual identity standards** in collaboration with Fractional CMO
- **Develop comprehensive brand strategy** that aligns with business objectives and market positioning as defined by Fractional CMO
- **Oversee all brand development projects** including visual identity, messaging, and positioning strategy
- **Direct brand consistency implementation** across all marketing channels and firm locations
- **Evaluate brand performance** and develop strategic adjustments in consultation with Fractional CMO
- **Approve and manage major brand initiatives** and collaboration opportunities with Fractional CMO oversight
- **Coordinate brand training and implementation** across all marketing team members

Vendor & Technology Management

- Manage relationships with external marketing vendors and agencies
- Evaluate marketing technology stack performance and recommend improvements
- Oversee implementation of new marketing tools and platforms
- Ensure proper integration and data flow between marketing systems
- Negotiate vendor contracts and service level agreements

Skills & Qualifications

Required Experience

- 5-7 years of marketing experience with 2+ years in a management role
- Strong background in data analysis and marketing analytics
- Experience with budget management and financial planning
- Proven track record of leading and developing marketing teams
- Legal or professional services marketing experience preferred

Technical Skills

- Advanced proficiency in Google Analytics, Google Ads, and marketing automation platforms
- Experience with legal marketing tools (Lawmatics, MyCase, CallRail)
- Strong Excel/Google Sheets skills for data analysis and budget management
- Familiarity with BI tools (Tableau, Power BI) or similar reporting platforms
- Understanding of marketing attribution models and multi-touch analysis

Leadership & Management Skills

- Demonstrated ability to lead and motivate marketing teams
- Experience with performance management and professional development
- Strong project management and organizational skills
- Ability to translate complex data into actionable business insights
- Excellent presentation and communication skills for executive-level reporting

Personal Attributes

- Strategic thinker with strong analytical mindset
- Results-oriented with focus on ROI and business impact
- Collaborative leadership style with ability to influence without authority
- Comfortable working in fast-paced, data-driven environment
- Strong problem-solving skills and attention to detail

Key Performance Indicators

- Marketing ROI improvement and budget efficiency
- Lead generation and conversion rate optimization
- Team performance and professional development metrics
- Data accuracy and reporting timeliness
- Strategic initiative implementation and results
- Vendor and budget management effectiveness

Growth Path

This role offers significant growth opportunities into Director of Marketing, VP of Marketing, or Chief Marketing Officer positions. The position provides comprehensive exposure to strategic marketing leadership, P&L responsibility, and executive-level decision making.

Tools & Platforms Managed

- **Google Analytics** - Website and conversion analysis
- **Google Ads & Local Services Ads** - Paid advertising performance
- **Lawmatics** - Marketing automation and lead management
- **MyCase** - Client lifecycle and case management integration
- **CallRail** - Call tracking and attribution analysis
- **Excel/Google Sheets** - Budget management and data analysis
- **Various reporting tools** - Dashboard creation and performance tracking

Team Structure

Direct Reports:

- Senior Marketing Coordinator
- Marketing Specialist

Key Partnerships:

- External SEO team
- PPC vendors and agencies
- Design and content partners

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.

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.
- Lifting and carrying small parcels and packages.
- Standing, walking, and sitting.
- Stooping, kneeling, bending, and crouching (lifting up to 25 pounds).