

Senior Communications Manager

The **Senior Communications Manager** drives the creation and implementation of strategic external and internal communications initiatives that raise the profile of the firm and its partners. As an integral member of the marketing and business development team, this position will develop compelling and persuasive content for pitches, the website, email marketing, social media, rankings, talking points, as well as other external publications. They also oversee and liaise with our PR agency to nurture and expand our relationships with the media.

Responsibilities:

- Develop, manage, and deploy a strategic communication plan for the firm that complements the firm's business development strategies for various industry focused initiatives.
- Increase external visibility and profile of the firm and partners with creative thought leadership ideas and by leveraging case milestones and successes.
- Establish a coordinated digital content and brand strategy for website, social media, and email marketing, including articles, interviews, alerts, newsletters, etc.
- Maintain a comprehensive calendar of survey, directory, and award submission due dates. Support the directory submission process, ensuring we submit our best results for all appropriate rankings and taking a strategic approach to advocating for the most important upward moves.
- Liaise between partners and PR agency to pitch attorneys to media outlets and help coordinate and prepare for interviews.
- Assist with synthesizing the firm's marketing messages for client and business development materials, including RFIs, RFPs, and pitches, as well as practice descriptions.
- Provide editorial support, when needed, to attorneys and internal teams by reviewing, advising, and copy-editing client presentations, talking points, etc., to ensure that technical material is accessible and clear.
- Develop internal communications to provide firm-wide education and transparency on key clients and related marketing messages.
- Manage the team's marketing writer, with an eye towards furthering professional development and promoting a team culture of mutual respect.

Requirements:

- Bachelor's Degree in a communications-related field, JD a plus.
- At least 7-10 years of experience in legal marketing. Strong understanding of law firms, litigation, and the legal market.
- Strong and persuasive written, interpersonal, and oral communication skills, with confidence and ability to deal with partners, associates, and staff at all levels.
- Detail-oriented and self-motivated to ensure accuracy.
- Ability to prioritize and complete simultaneous projects in a fast-paced environment.
- Meticulous attention to detail, with strong organizational, analytical, and project management skills.
- Compassionate approach to mentoring and managing junior colleagues.

- Friendly and enthusiastic disposition and ability to work collaboratively with people at various levels within and outside the firm.

This is an exempt position and the annual salary range for this role is \$200,000 to \$240,000, commensurate with experience. This salary range reflects estimated base salary. Total cash compensation will be higher when factoring in year-end bonus and benefits.

If you are interested in applying for this position, please complete an application [here](#).

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