



SENIOR MARKETING COORDINATOR JOB DESCRIPTION

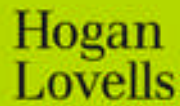
DEPARTMENT: Marketing
STATUS: Exempt

SUMMARY

Hogan Lovells is a leading global law firm, providing business-oriented legal advice and high-quality service across its breadth of practices to clients around the world. Our growing, dynamic marketing department is looking for the right candidate to serve as *Senior Marketing Coordinator*. This position provides marketing support to the following Practice Groups: Corporate; Litigation, Employment & Arbitration. **The position will be based in San Francisco.**

JOB DESCRIPTION

- Creating and editing responses to RFPs, customized pitches and other business development presentations.
- Fostering and participating in the development and implementation of strategic plans and budgets.
- Collecting and organizing representative matters, client lists and industry/geographic experience for use in practice area marketing efforts.
- Conducting research and compiling information regarding existing and prospective clients, competitor activity, and industry or market trends to aid in the development of marketing plans, presentations and proposals.
- Oversight of development of brochures, reprints and other collateral relevant to the practice area for general marketing purposes.
- Managing the regular update of Web marketing content, including practice area descriptions, attorney biographies, and related news items.
- Assisting in the production, editing and mailing of client updates, white papers and other client communications.
- Coordinating client seminars and sponsorships, including budgeting and tracking associated costs; creating and mailing invitations; overseeing internal / external advertising; developing PowerPoint presentations, seminar materials and handouts; working or attending the event; measuring return on investment; and ensuring participant follow up.
- Coordinating profile and directory submissions for organizations/publications of which the practice area is a member or sponsor.
- Managing all third-party sponsorship agreements, including research, advice, invoicing, and collateral material provision.
- Working with the public relations team on the announcement of new laterals, partner / counsel promotions, and noteworthy transactions.
- Providing support to practice group/area leaders on other strategic business development and promotional initiatives as needed.
- Additional Duties as assigned.



QUALIFICATIONS

Education, Certifications and/or Experience

- 5+ years of marketing experience in a professional services or corporate environment required.
- BS or BA degree in marketing, communications or related field is preferred.

Qualifications/Skills

- Very strong organizational skills and an ability to prioritize and complete simultaneous projects with minimal supervision.
- An interest in and ability to understand the business environment, including industry terminology.
- Experience working independently as well as within cross-functional teams in a collaborative, professional environment.
- Demonstrated written and oral communication skills.
- Strong attention to detail.
- An ability to meet deadlines and work well under pressure.
- Enthusiasm and dedication to the development of a professional services marketing career.
- Proficiency in Microsoft Office (Word, Excel, PowerPoint) and experience in Interaction or other CRM programs highly desirable.
- Sound professional judgment.

HOURS

Core Hours are Monday through Friday, 9:00am to 6:00pm. Must be flexible to work additional hours.

This job description sets forth the authorities and responsibilities of this position and may be changed from time to time as shall be determined. We are an Equal Opportunity Employer.