

<b>Firm/Company Name:</b>	Montgomery McCracken Walker & Rhoads LLP	<b>Website:</b>	www.mmwr.com
<b>Job Title:</b>	Communications and Marketing Coordinator	<b>Work Option:</b>	Hybrid
<b>Department/Group:</b>	Marketing Department	<b>Posted By:</b>	Alexa Santangelo
<b>Location:</b>	Philadelphia, PA	<b>Travel:</b>	Less than 10%
<b>Salary Range:</b>	Pay based on experience	<b>Position Type:</b>	Full-time
<b>HR Contact:</b>	Alexa Santangelo	<b>Date posted:</b>	June 7, 2022

**How to Apply: (Fax, Email, Mail, Link, etc.):**

Submit resume with cover letter to Alexa Santangelo, Administrative Manager, at [staffing@mmwr.com](mailto:staffing@mmwr.com).

**Job Description**

**Brief Summary:** The Communications and Marketing Coordinator is responsible for creating internal and external marketing materials encompassing a variety of media types including digital, print and video. This position will help draft, edit, and publish content on the Firm's website, social media pages, and other communications channels as well as help drive the Firm's public relations initiatives. Additionally, this role will support the overall Marketing Department efforts in planning, coordinating and executing all marketing activities. The Communications and Marketing Coordinator will report to the Business Development and Marketing Manager and work closely with the Chief Marketing Officer and attorneys.

**Duties:** Maintain branding and visibility initiatives including website content, social media posts, client alerts, eblasts, invitations, newsletters, blog posts, advertising, surveys, etc.  
 Assist with internal and external communications for the firm, its practice groups, and its attorneys.  
 Assist with writing and managing the development of compelling and effective collateral materials, including pitch books, practice descriptions, attorney biographies, presentations, and event materials.  
 Respond to various industry awards, surveys, and directories.  
 Track media coverage and help promote externally and internally.  
 Prepare and distribute press releases and assist with reporters/editors outreach and follow-up.  
 Identify and implement opportunities for thought leadership, content marketing and event participation.  
 Evaluate and coordinate speaking and other visibility efforts for the Firm's attorneys.  
 Support internal communications campaigns geared to engage personnel and drive the Firm's culture.  
 Assist with maintenance and updating of contact relationship management system (CRM).  
 Coordinate practice group sponsorships and memberships at client and community events.  
 Assist with planning and executing of all firm-hosted events including seminars, webinars, attorney retreats, and social events.  
 Perform research as needed.  
 Special projects and other duties as assigned.

**Skills/qualifications:**

Minimum of 1-3 years of related marketing, communications, and/or public relations experience.  
 Bachelor's degree in Marketing, Communications or Business-related areas.  
 Outstanding attention to detail.  
 Strong project management and organizational skills, including an ability to meet deadlines and work quickly and efficiently under pressure.  
 Strong work ethic, positive attitude, team player.  
 Strong writing, proofreading, and communication skills with a proficiency in AP Style.  
 Excellent computer skills: Microsoft Office (Outlook, Word, Excel, PowerPoint, Teams).  
 Able to work with all levels of firm management.  
 Pragmatic, diplomatic, and resourceful, with the ability to adapt quickly to different situations and personalities.  
 Strong social media skills (LinkedIn, Twitter) a plus.  
 Knowledge of WordPress helpful.