

MARKETING DIRECTOR

POSITION SUMMARY:

Gordon Thomas Honeywell, a leading Pacific Northwest law firm, seeks a Marketing Director to oversee the activities and initiatives of the firm's marketing plan. The Marketing Director will work closely with firm leadership and attorneys, professional staff and consultants/vendors to develop and implement business development and marketing strategies. He or she will also manage projects, programs, activities and processes that support these strategies for the firm and its practice groups, and will be directly responsible for day-to-day coordination and implementation of marketing and business development initiatives. The Marketing Director reports to and works at the direction of the Managing Partner and in conjunction with the firm's Marketing Committee.

DUTIES INCLUDE:

- Develop and implement practice-specific client development and marketing initiatives and activities in accord with marketing plan and budget.
- Provide project management and substantive contributions to upcoming firm marketing projects including Web site enhancements, professional biography revisions, database creation and others.
- Develop and manage the marketing budget for the firm and track expenses to meet budget goals.
- Manage the creation and distribution of all marketing collateral materials, advertisements, announcements and invitations.
- Coordinate public relations activities and media outreach. This includes identifying and evaluating opportunities for involvement in various community groups and organizations, memberships and directory listings
- Track and analyze results of marketing efforts and expenditures and present the information to firm management.
- Manage Web site content and ensure content is updated and current.
- Gather competitive intelligence and provide analysis of potential marketing strategies used by other law firms.
- Manage external communications and client mailings, including issue alerts, firm announcements, advertisements, and holiday cards.
- Oversee firm or attorney participation in seminars, trade association meetings and other sponsored events.

- Draft written responses to requests for proposals, and develop and oversee computer marketing databases, firm mailing lists, media contacts, and related necessary materials.
- Other projects as assigned.

GENERAL REQUIREMENTS:

- The ideal candidate for this position is a quality-oriented self-starter who takes ownership of projects from start to finish and delivers products the firm can be proud of. To achieve success in the position, the Marketing Director must implement others' ideas but also generate his or her own plans and see those plans through to fruition. The workload varies and priorities rapidly shift, so candidates must be flexible while maintaining the highest degree of quality and customer service. The Marketing Director must be a skilled and effective editor — both in the traditional sense of written materials as well as in the realm of capturing ideas, identifying key themes, distilling concepts to their essence, securing agreement, and moving forward.
- The successful candidate will also be a good listener and will be able to communicate and interact at a senior executive level. Because the position includes one-on-one interaction with lawyers in client development activities, candidates should be familiar with the business of the firm and its clients, and should be able to gain the personal respect and confidence of the firm's professionals and staff.

SPECIFIC REQUIREMENTS:

- Bachelor degree in marketing, business or a related field. Additionally, the candidate should have at least five years experience in a marketing or business development (or similar discipline) role. Prior law firm or other professional service marketing experience is highly desired but not required.
- Proven project management skills.
- The ability to see the big picture, identify opportunities, recommend actions and achieve results.
- Ability to complete projects on time and within budget while overcoming obstacles and challenges.
- Excellent communication, organization and time management skills.
- Strong computer skills including Excel, Word, PowerPoint, databases and Internet research.

COMPENSATION & BENEFITS:

Salary is commensurate with experience. We offer a professional, collegial work environment and a competitive benefits package, including a generous 401(k) plan. We are an EEO/Affirmative Action employer.

TO APPLY:

Mail cover letter and resume to the address below.

Human Resources
Gordon Thomas Honeywell LLP
1201 Pacific Avenue, Suite 2100
Tacoma, WA 98402

You may also e-mail application materials to jobs@gth-law.com