



JOB DESCRIPTION

Title Marketing Coordinator – Law Firm

Status Part-time 15-20 hours/week

Hybrid in-office / remote position

FLSA – Non-exempt

About Us

Leason Ellis is a leading intellectual property law firm that provides patent, trademark, copyright, and litigation services. We are seeking an experienced and organized **part-time Marketing Coordinator** to help liaise between our attorneys and our outside marketing firm, and to support our attorneys in their efforts to promote their practices and the firm.

Duties and Responsibilities

- Serve as the principal point of contact between our attorneys and our outside marketing firm to coordinate website content updates, social media posts, advertising, conferences, and events.
- Coordinate and follow up with our attorneys to gather information about their marketing initiatives and business development efforts so that we can effectively profile and promote these externally.
- Work with our external marketing firm to execute our social media strategy, helping to spot and develop opportunities to promote and profile our firm on our website and social media platforms.
- Draft compelling and engaging posts for our social media accounts and website, using established Canva templates and our new content management system (Sitefinity).
- Develop a repository of historical and current firm marketing materials that can be adapted for future business development efforts.
- Assist attorneys in preparing responses to requests for proposals (RFPs).
- Work with our internal teams to compile attorney, matter, and other details for award submissions.
- Coordinate and implement updates to the firm's website and attorney bios.



- Manage the firm's contact lists on Constant Contact for the delivery of marketing content.
- Coordinate the distribution of our eblasts, alerts, and newsletter using established brand templates in our email management platform.

Qualifications and Requirements

- Bachelor's degree in marketing or a related field
- 2+ years of marketing experience (legal, professional services, or agency experience preferred).
- Strong verbal, writing and editing skills, especially for professional and legal audiences.
- Self-starter with excellent organizational and time management skills, keen attention to detail, and the ability to effectively prioritize workload.
- Familiarity with Content Management Systems (Sitefinity) platforms, Canva, Constant Contact, and Google Analytics.
- Basic SEO, paid advertising, and CRM platform knowledge is a plus.
- Proficiency in MS Word, MS Excel, MS PowerPoint, Outlook and Teams.

Apply

Please submit your resume, a cover letter detailing relevant experience and salary expectations, and at least one example of a marketing campaign, blog post, or social media content you've created to careers@leasonellis.com. We look forward to hearing how you can help us organize and advance our marketing efforts!

Leason Ellis is an EOE/M/F/D/V/SO. We offer a competitive compensation and benefits package and a dynamic, diverse, and "remote flexible" work environment.

Only direct submissions from candidates will be accepted. No unsolicited resumes from third party agencies or recruiters, please. Thank you.

Pay range: \$25 - \$40 per hour (depending on qualifications and experience).