



MARKETING COORDINATOR

About DRI

DRI is the leading organization of defense attorneys and in-house counsel. Membership in DRI provides access to resources and tools for attorneys who strive to provide high-quality, balanced and excellent service to their clients and corporations. DRI is host to 29 substantive committees whose focus is to develop ongoing and critical dialogue about areas of practice. DRI provides access to resources and tools to grow your practice – members can search a database of more than 65,000 experts, attend renowned CLE seminars, conferences and webcasts, network with 20,000+ like-minded defense practitioners and more.

Position Summary

We are seeking a legal marketing professional to join our in-house marketing team. In this role, you will be responsible for working closely with staff to create and manage marketing efforts related to growing membership and promoting the brand of both DRI and The Center for Public Policy. The coordinator should be familiar with the legal space and experienced in helping attorneys and law firms with their unique marketing needs. The ideal candidate will have knowledge of and experience with PR, both with print and online media as well as copywriting experience. The marketing coordinator reports to the Senior Manager of Marketing.

Key Duties and Responsibilities

- Create compelling messaging in marketing emails, social media posts and collateral pieces targeting DRI attorneys
- Manage DRI's/Center for Public Policy's PR needs, both working internally and with outsourced providers
- Mastery of all social media platforms (posting, improving engagement, hashtag creation/promotion) to properly support the overall social media branding strategy
- Contribute to the growth of DRI brand recognition through collaborative efforts with entire marketing team

Marketing Coordinator Requirements and Qualifications

- Bachelor's degree in marketing or related field
- 3+ years' experience in marketing, with a specific focus on attorneys, law firms or legal associations
- Ability to successfully communicate abstract concepts in a clear and concise manner
- Experience working on a high energy team
- Exceptional writing skills with an eye for detail and ability to effectively "speak" to legal professionals
- Ability to work independently, self-starter
- Strong project management skills, must be well-organized
- Ability to manage multiple projects at one time

Working Conditions

This position works 40 hours per week Monday through Friday around core business hours. Chicago-located candidates preferred but will consider qualified professionals from elsewhere in the U.S. to work remotely.

Equal Opportunity Employer

DRI provides equal employment opportunity without regard to race, color, creed, gender and gender identity or expression, age, mental or physical disability, medical condition, including pregnancy and childbirth, religion, national origin, marital status, sexual orientation, ancestry, genetic information, political belief or activity, veteran or military discharge status, or any other basis protected by local, state or federal law and regulations under Title VII.

The policy applies to all employment practices, including but not limited to recruitment, hiring, training and development, promotion, transfer, termination, layoff, compensation, benefits, social and recreational programs, and all other conditions and privileges of employment in accordance with applicable federal, state, and local laws.

Benefits

- Life Insurance
- Medical Insurance
 - PPO/HRA, Prescription Drug Program, HMO, and Prescription Drug Copay are available
 - Dental Insurance
 - Vision Insurance
- Short-Term and Long-Term Disability
- Work/Life Balance Program
- Identify Theft Insurance
- Up to 10 vacation days per year, which accrue monthly
- Up to 12 sick days per year, which accrue monthly
- Up to two personal days per year