

Job Description

We are seeking a dynamic, enthusiastic, and motivated Digital Marketing Coordinator to join our team. In this role you will be tasked with the development, implementation and execution of social media-based communications strategies that work in conjunction with existing branding and align with a strong firm value system. You will be responsible for the development of content strategies to meet brand building objectives, working with third party agency partners to develop and implement marketing and communications strategies, and to plan and coordinate logistics for events and promotional activities.

Key Responsibilities

- Work closely with the Wagners partnership and management to develop, implement, and execute on social media, advertising, and marketing strategies.
- Develop marketing and communications strategies that align with and promote firm values and branding.
- Develop social media and other online content strategies that align with firm values and advertising efforts.
- Working with internal teams, create a content calendar and posting schedule for regular posting on various platforms including but not limited to Instagram, Facebook, X and LinkedIn.
- Post regular and engaging content according to calendar/schedule.
- Respond to, evaluate, and leverage *ad hoc* opportunities to engage social media and other potential audiences.
- Facilitate updates to the firm's website(s) as and when required.
- Regularly evaluate and analyze the performance of social media, marketing and communications initiatives and make recommendations for improvements based on firm business objectives.
- Coordinate and work collaboratively with existing media and community partnerships.
- Coordinate and work collaboratively with third party agencies and service providers.
- Participate in media/ad space buying and vendor negotiations.
- Manage an annual marketing budget and track return on investment for budgetary spending.
- Identify new and/or existing tools and/or processes to improve marketing performance, elevate customer service and share firm marketing messages.
- Write and edit press releases, newsletter and other marketing and communications materials.
- Coordinate logistics for events and promotional activities.
- Other duties as assigned.

Qualifications & Requirements

- Post secondary degree or diploma in digital marketing, communications, marketing, public relations, or a related field of study.
- Strong knowledge and demonstrated success with social media platform(s) such as Instagram, Facebook, X, LinkedIn, etc.
- Strong knowledge and understanding of SEO and other digital marketing tools.
- Interest in identifying and using emerging social media and technology platforms to better firm marketing and communications initiatives.
- Excellent oral and written communication skills with strong writing and editorial abilities.
- Flexible, motivated self-starter.

- Effective time management, organization, prioritization, multi-tasking, and project management skills.
- Strong knowledge of Microsoft Word, PowerPoint, Excel, internet, social media, and other public relations and communications tools.
- Strong interpersonal skills with the ability to build strong relationships and work effectively in a team environment and also independently.
- Ability to work in a fast-paced environment and meet deadlines.
- Politically and culturally sensitive.
- Experience in, or knowledge of, the legal field is not required but would be considered an asset.

Candidates should submit a cover letter, resume and references to Loreatha Bohner, lboehner@wagners.co, and Richard Crossman, rcrossman@wagners.co