

Marketing and Business Development Specialist

We have a dynamic team of marketing professionals who are highly motivated to provide exceptional support to our lawyers and clients. We are currently recruiting for a Marketing and Business Development Specialist to join our team in Edmonton.

Position Overview:

Reporting to the Senior Manager of Marketing and Business Development, the primary focus of this role is tactical planning and leading the execution of high-impact marketing initiatives that elevate our brand and enhance client engagement. The Specialist role focuses on executing marketing initiatives with a clear understanding of strategic goals, contributing insights, and aligning efforts with broader departmental priorities. The role is ideally suited to a self-starter with initiative and creativity, sharp attention to detail and project management. The Specialist works closely with Coordinator roles to execute marketing initiatives and collaborates with the Manager to ensure alignment with strategic priorities.

Job Responsibilities:

Campaigns & Strategy Execution

- Lead the execution of integrated marketing campaigns aligned with firm and practice group goals.
- Translate strategic plans into actionable marketing initiatives.
- Define and refine target audience segments to ensure campaigns are tailored for maximum impact.
- Conduct market research to identify customer trends, competitor offerings, and demographic data to inform marketing strategies.
- Collaborate with lawyers and Business Development colleagues to support visibility and business development priorities.
- Collaborate with cross-functional teams to align marketing initiatives with firm-wide goals and operational needs.

Event and Sponsorship Support

- Develop and execute promotional campaigns (email, social media, digital ads) to drive attendance and engagement.
- Align event messaging with broader marketing campaigns and firm branding.
- Use CRM and marketing automation tools to segment invite lists and track engagement.
- Liaise with lawyers and BD colleagues to ensure event goals support practice group priorities.
- Support sponsorship evaluation and ROI tracking.

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Digital Marketing & Analytics

- Manage digital ad campaigns, in collaboration with Coordinators, including setup, tracking, and performance analysis.
- Support the application of SEO best practices to website content.
- Manage and support digital marketing initiatives, including paid advertising, SEM, campaign tracking and performance measurement.
- Working with Coordinators, optimize the firm's social media presence across platforms to support brand awareness and engagement.
- Interpret campaign data to inform future marketing efforts.
- Act as a power user of CRM and marketing automation platforms.
- Work with Coordinators on campaign tracking and reporting.
- Bridge the gap between technical execution and strategic oversight.

Content & Brand

- Edit marketing content with a strong emphasis on writing and brand tone.
- Support brand development initiatives and ensure consistent application of brand guidelines across all marketing materials.
- Collaborate with Coordinators and lawyers to develop marketing collateral and ensure brand consistency.
- Ensure alignment across platforms and initiatives.

Proposal Support

- Provide backup support for proposal development, including drafting, editing, and formatting responses to RFPs, RFIs, and RFQs, when needed.
- Assist in maintaining proposal document library and tracking of responses to ensure timely and accurate submissions in the absence or support of the Business Development and Proposal Specialist.

Our Ideal Candidate:

- Is a strong team player with a positive work ethic and attitude
- Demonstrates strong time management and organizational skills
- Has excellent interpersonal, communication, customer service, and relationship building skills in working with individuals or groups
- Able to work with a minimum of supervision and comfortable working in a matrix organization
- Demonstrates commitment to privacy, confidentiality, and ethical conduct

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- Is able to handle multiple tasks efficiently and work well independently with little supervision
- Is energetic, self-motivated, results-oriented, proactive, highly collaborative, and a team player

Key Qualifications and Education:

- Bachelor's degree in Marketing, Communications, Business, or a related field.
- Minimum 5 years of experience in a marketing or business development role, preferably within a law firm or professional services environment.
- Strong writing, editing, and proofreading skills with a keen eye for detail and brand consistency.
- Experience in executing integrated marketing campaigns and interpreting analytics.
- Demonstrated ability to manage multiple projects simultaneously, meet deadlines, and collaborate effectively with cross-functional teams and senior stakeholders.

What you will find at McLennan Ross:

- A highly professional environment that is built on a strong culture and spirit of teamwork
- The opportunity to work with a wonderful marketing team, in a mentoring environment
- Proven high quality of service and commitment to our clients and each other

Career Package:

We offer a challenging and progressive work environment together with an excellent and competitive salary/benefits package commensurate with qualifications and experience.

Qualified and talented candidates may submit their resume via email and include a cover letter to include some career highlights that demonstrate a strong fit to our requirements to:

McLennan Ross, Human Resources
600 McLennan Ross Building
12220 Stony Plain Road NW Edmonton, AB T5N 3Y4
E-mail: HR@mross.com

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About McLennan Ross:

At McLennan Ross, you will find a community of people who are passionate about the work we do and who genuinely value and support one another. While we foster a team approach, we also value the diverse contributions and individuality of all our members.

With a shared commitment to excellence, we make a national impact through our work with clients across Canada. Our lawyers have been involved in numerous landmark cases, at all levels of the Canadian judicial system, including the Supreme Court of Canada. Many of our cases have profoundly affected the legal framework in which many businesses operate today.

Our open-door policy means you will benefit from a strong support base. It is our deep-seated belief that through continuous collaboration, we are not only providing our clients with the best possible service, we are cultivating an environment where everyone has the opportunity to learn and grow.

As a firm, we are defined by our values. They drive us. They inspire us. They inform everything we do.

Our Values:

1. Unrivaled Client Focus

Our client experience is second to none. We strive for excellence in Law and are always looking for creative, practical solutions to get the best results for our clients and the firm.

2. Passionate and driven

We're all in! We are passionate about the work we do and are driven by results.

3. Genuine and approachable

We are unpretentious and no one calls us stuffy. We welcome diversity and know that we are better together.

4. Make a difference

We care about our clients, our community and each other and we want to make a difference in the lives of those around us.

Visit us online at mross.com.