

## Marketing & Communications Coordinator

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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 & Communications Coordinator to join our team to cover a maternity leave in the Calgary office.

### **Position Overview:**

Reporting to the Marketing and Business Development Manager, the primary focus of this role is to assist with planning, development, and implementation of innovating marketing and communication initiatives. The role is ideally suited to a self-starter with strong writing and editing skills and experience in campaign and project management in a fast-paced setting, ideally in the professional services sector.

### **Job Responsibilities:**

- **Content Management (Plan, Write, Edit, Manage):** Manage the Firm's editorial calendar and content/article pipeline; liaise with key members of each practice area to coordinate, write and/or edit content for the Firm's website, third party websites, and Firm collateral materials; manage and maintain the Firm's communication style guide; and manage distribution of Firm-owned and third party publishers and content.
- **Social Media:** Assist in the management of the firm's digital marketing plan; develop successful marketing strategies for online advertising and other online marketing projects as required; and create and manage various social media firm pages.
- **Design:** Craft high quality copy and design ads for all marketing materials (internal and external).
- **Advertising Planning (Traditional Media & Directories):** Plan and manage traditional advertising programs including scheduling and placement of editorial profiles of the Firm and its lawyers in key legal/business directories and publications in print and online.
- **Media Relations/PR (Manage, Write, Monitor):** Promote the achievements of the Firm, its lawyers, and clients through news releases and announcements; proactively maintain relationships with key media contacts to maximize the Firm's presence and profile within target audiences; monitor media outlets and editorial schedules; and coordinate all media activities.
- **Internal Communications (Plan, Write, Manage):** Plan, write, and manage internal communications for business development and marketing initiatives; occasionally assist with or edit Firm-wide communications.
- **Other assistance:** Assist with local events, projects, and proposal writing and development as needed.

## Marketing & Communications Coordinator Continued

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### **Our Ideal Candidate:**

- Is a strong team player with a positive work ethic and attitude
- Demonstrates a high level of accuracy and attention to detail
- Superb writing and editing skills, and a strong communicator overall
- Demonstrates strong time management and organizational skills
- Has excellent interpersonal, communication, customer service, and relationship building skills in working with individuals or groups
- Demonstrates commitment to privacy, confidentiality, and ethical conduct
- 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:**

- Bachelors Degree/Diploma in Journalism, Communications, Marketing, or relevant experience
- 5+ years' experience in B2B Marketing, preference for legal marketing or professional services experience
- Design experience or certificate/training in programs such as Canva, Adobe Suite, etc.

### **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

## Marketing & Communications Coordinator Continued

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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](http://mross.com).