

Marketing Coordinator

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 Coordinator to join our team to cover in either the Edmonton or Calgary office.

Position Overview:

Reporting to Senior Manager, Marketing and Business Development, 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 your team lead to understand the needs 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 platforms (LinkedIn and Instagram).
- **Design:** Craft high quality copy and design ads for all marketing materials (internal and external).
- **Advertising Planning (Traditional Media):** Plan and manage traditional advertising programs with guidance from your team lead on main practice group priorities.
- **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 & Support (Plan, Write, Manage):** Plan, write, and manage internal communications for marketing initiatives; occasionally assist with or edit Firm-wide communications.

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

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- 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:

- Bachelor's Degree/Diploma in Journalism, Communications, Marketing, or relevant experience
- 5+ years' experience in Marketing
- 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: Human.Resources@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.