

STEARNS WEAVER MILLER



LEGAL MARKETING ASSISTANT

Stearns Weaver Miller is a full service law firm with five offices across Florida. Reporting to the Director of Marketing, and ensuring consistency of the Firm's marketing and brand messaging, the Marketing Assistant will:

- Coordinate and draft submissions for key ranking publications and award nominations
- Draft and format content marketing materials including electronic client alerts
- Manage the Firm's blogs (update and supervise editorial calendar, research topics, proofread and format all posts)
- Write and distribute press releases and announcements for media and firm website
- Prepare customized pitches, proposals, presentations and RFP responses
- Draft practice group content for firm website, pitches and promotional materials
- Design and edit marketing collateral, including firm and department brochures, event invitations, advertisements, and promotional materials
- Create and/or update lawyer biographies
- Prepare and develop internal communications to promote cross-selling
- Draft recent successes and talking points for speeches and presentations
- Generate, maintain and schedule content for social media campaigns
- Proofread and provide quality control for various internal and client-facing marketing communication pieces
- Support other departments and assist with other Marketing projects, including marketing contacts database and events

QUALIFICATIONS:

- Bachelor's degree in communications, journalism, marketing, or a related field (*required*)
- 3+ years of marketing, communications or professional services experience. Law firm experience preferred
- Mastery of MS Word, PPT, Excel, Outlook
- Experience with Constant Contact, HTML, Adobe Illustrator and Adobe Photoshop a plus
- May require travel to the other offices

ABILITIES:

- Outstanding written and oral communication skills
- Analytical skills and exceptional organizational ability
- Ability to manage time well, prioritize effectively, and handle multiple deadlines
- Ability to work as part of a team
- Ability to work well under pressure
- Strong attention to detail and follow through
- Good judgment
- Must be flexible to work overtime

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Please apply [here](#).