

Marketing and Business Development Specialist (Central & North Florida Region)

Firm-wide Family Feud game, website redevelopment, National Dog Day photo contests: All in a day's work for Stearns Weaver Miller's marketing department!

Stearns Weaver Miller, a full-service commercial law firm with five offices across Florida, is currently searching for a Marketing and Business Development Specialist for the Central & North Florida region. This individual will play an integral role in the creation and development of strategic growth initiatives for the North Florida region.

The ideal candidate will possess excellent communication and writing skills, is computer savvy, has an outgoing personality, and a professional, friendly demeanor. The ideal candidate works well in a collaborative, team environment, but is also resourceful, thinks outside of the box and is able to tackle projects independently.

This position will be based in the Tampa or Tallahassee office, with regular travel between Tampa and Tallahassee. The candidate will report to the Marketing Director and work directly with attorneys ensuring consistency of the Firm's marketing and brand messaging. Learn more about us at stearnsweaver.com.

Responsibilities

- Reporting to the Director of Marketing and adhering to the department's policies/procedures, oversee the day-to-day functions of the Region's offices
- Travel monthly to Regional offices – be the “face of marketing” and “eyes and ears” of the Region's offices
- Develop and/or expand on regional, office-wide, and practice area specific strategic business development plans for the Region
- Work in collaboration with Marketing Director, firm attorneys and practice area leadership to provide strategic and creative direction to ensure office/regional priorities are being met
- Lead practice group and office-wide meetings and strategic planning retreats
- Collaborate directly with the Events Coordinator to plan and execute sponsorships, speaking engagements, morale and community events, seminars, webinars, client networking events and conferences, lunch & learns, holiday parties and other business development initiatives for the North Florida region. This includes strategic direction and execution firm involvement in large conferences including the Florida Environmental Network Permitting School, Florida Planning Conference, and Tallahassee Chamber of Commerce Conference
- Track and evaluate ROI for professional involvement and leadership
- Strategize and Prepare RFPs & Pitches to support new client business development
- Support other departments and assist with other marketing and research projects, as needed

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Qualifications

- 5+ years of marketing, communications or professional services experience. Law firm experience preferred.
- 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 in both an independent and team environment
- Ability to work well under pressure
- Strong attention to detail and follow through
- Mastery of Microsoft Suite including Word, PowerPoint, Excel, and Outlook
- Experience with Constant Contact, Adobe Illustrator, Canva, Survey Monkey is a plus
- Good judgment
- Flexibility to work overtime as needed

Education

- Bachelor's degree in communications, journalism, marketing, or a related field is required

To apply, please email your resume to legalrecruiting@stearnsweaver.com indicating the title and office of the position in the subject.

Stearns Weaver Miller is an equal opportunity employer and does not discriminate on the basis of an applicant's or employee's race, color, religion, national origin, sex, gender identity/expression, sexual orientation, age, disability, veteran status, marital status, citizenship, ancestry, pregnancy, familial status, actual or perceived status as a victim of domestic violence, dating violence or stalking, or any other legally protected status entitled to protection under federal, state, or local anti-discrimination laws.