

Arnall Golden Gregory LLP

JOB DESCRIPTION

POSITION TITLE: Director of Marketing

DEPARTMENT: Marketing

REPORTS TO: Managing Partner and COO

PRINCIPAL FUNCTION: Responsible for developing and implementing an effective organizational structure and the processes to optimize business development (working closely with the Managing Partner, the Marketing Committee, its Chair, and Chief Operating Officer (COO)). In charge of enhancing the Arnall Golden Gregory (AGG) brand awareness in the marketplace and community. This position works/consults proactively with the firm's practice/industry groups, teams and attorneys to support, provide creative input, implement, manage, synergize and implement marketing and business development opportunities. Oversees and promotes creativity and consistency in marketing, media relations and branding activities in alignment with the Firm's strategic plan.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

- Continually enhances and maintains the consistency of the AGG brand, including but not limited to advertising, web site, collateral materials, community relations; media messages, firm memberships and sponsorship programs.
- Helps develop, set priorities and oversees the implementation of strategic marketing and media relations initiatives of the firm.
- Serves as a catalyst for the cross-selling of the firm's services, in accordance with the Strategic Plan.
- In collaboration with the Media Relations Manager, assists each Practice/Industry Group with communications and media relations needs, of clients, prospective clients and AGG's community involvement.
- Provides planned accountability to help ensure attorney follow through on business development activities.
- Increases the practice development and marketing collaboration among and within practice/industry groups.
- Manages the development and production of all firm newsletters, publications, brochures, advertising and other collateral materials.
- Responsible for development and optimization of the use of all databases/systems related to marketing effectiveness (attorney biographical information, contacts, mailing lists, etc.).
- Develops annual marketing budget in collaboration with the practice/industry group leaders and manages actual expenditures according to the budget; Reviews and approves client development expense requests.
- Leads the design, content, updating and maintenance of the firm's web site (and design and maintenance of the firm's intranet).
- Assertively challenges marketing ideas and processes and proactively contributes independent innovative value added ideas.
- Actively participates in marketing related networking that leads to value added results for the Firm.
- Monitors and manages the cost/benefit relationship of business development related activities.
- Manages the client service review survey process.
- Coordinates attorney business development and sales training.

The above job duties and responsibilities describe the general nature and level of work for employees in this position, but this is not intended as an exclusive or all-inclusive inventory of all duties required of employees in this job.

SCOPE: Directs, supervises and leads Marketing and Media Relations staff. Interacts regularly and routinely with attorneys and staff. Manages multiple vendor relationships.

QUALIFICATIONS: Position requires a Bachelor's degree in marketing or related field, five years of progressive professional marketing experience in a fast paced management role (professional services firm experience is highly desired). Must have proven excellent oral and written communication/listening skills; track record in leading and completing strategic/major marketing initiatives; demonstrated people management skills and change agent successes; highly developed project management and organizational skills; proven ability to build and maintain effective working relationships at all levels of an organization; team, quality control and customer service, results and growth oriented; self

starter, flexible; proficient in Microsoft Office applications and supervisor level proficiency with key marketing applications.

PHYSICAL REQUIREMENTS: Intermittent standing, walking, and sitting often for prolonged periods of time in meetings, at the computer or in performance of management responsibilities. Must have the physical stamina to attend early, late and weekend meetings and events and be available to travel locally, nationally and internationally.

MENTAL REQUIREMENTS : Must be able to organize, prioritize, delegate and follow through with multiple projects simultaneously while focusing carefully on detail and deadlines, simultaneously directing and supervising the work of others.

FLSA: Exempt