

### **Marketing Director at Waldrep Wall Babcock & Bailey PLLC**

Waldrep Wall Babcock & Bailey PLLC is seeking a Marketing Director to join either our Winston-Salem, NC or Raleigh, NC office. Ideal candidates must have a minimum of three years of experience in a similar position, preferably in a professional services environment, and be self-motivated, resourceful, organized, and willing to work both independently and collaboratively to accomplish their goals. This is a full-time (37.5 hours/week) role eligible for hybrid scheduling with a two-day per week in office minimum.

#### **Job Responsibilities**

- Create and post Firm news/events to LinkedIn (10-15 posts each month)
- Create and post Firm news/events on Firm website
- Media placements for significant announcements/news (Triad Business Journal and Triangle Business Journal)
- Assist the Firm with marketing strategy for potential clients and referral sources (e.g., select CPA firms as referral sources)
- Lead monthly Marketing Committee meetings
- Meet with all attorneys regularly to identify goals for individual marketing/business development plans
- Facilitate preparation of annual Marketing Budget
- Manage edits and updates to Firm website, including SEO work and Google Business Listing maintenance
- Create pitch materials for prospective clients
- Create visual exhibits as needed for trials
- Firm holiday card design/selection and mailing; both physical and electronic media
- Holiday client gift coordination
- Coordination of submissions to attorney rating agencies (Chambers, Best Lawyers, Super Lawyers, Legal Elite, etc.)
- Identify opportunities for attorneys to showcase legal articles and place/post those articles in appropriate publications or online forums
- Assist Firm in identifying and evaluating sponsorship opportunities
- Create ads, media, and signage as needed for sponsorships, speaking engagements, Firm business, etc.
- Coordinate production of branded materials and swag for gifts
- Assist Managing Partners and Marketing Committee with related projects as needed

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Salary commensurate with experience; generous benefits.

Waldrep Wall Babcock & Bailey PLLC is a business law firm focused on bankruptcy, commercial transactions, healthcare, commercial real estate, litigation and mediation. Through our highly experienced attorneys, we serve clients with efficiency and expertise. Our firm employs a different approach – one that is client-centric and encourages a collaborative team culture that is multidisciplinary. We focus on offering solutions to our clients, which involves selecting the right attorneys in our firm to guide their specific business and legal needs. We offer a unique blend of sophisticated work within a collegial, team-oriented environment, without the bureaucracy and layers associated with larger firms. We value our work environment, those with whom we work and the communities in which we work.

It is the policy of Waldrep Wall Babcock & Bailey PLLC to administer all employment activities without discrimination because of race, sex, age, religion, national origin, disability, sexual orientation, gender identity or veteran status in accordance with all local, state, national laws, executive orders, regulations, and guidelines.

To apply for this position, send resumes in confidence to [careers@waldrepwall.com](mailto:careers@waldrepwall.com).

<https://www.waldrepwall.com/>

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