

## Position Description

**JOB TITLE:** Industry Group Marketing Specialist

**DATE:** November 2019

**DEPARTMENT:** Client Services

**FLSA STATUS:** Non-Exempt

**OFFICE:** San Francisco

**JOB STATUS:** Regular, Full-time

**WHY FARELLA?** For almost 60 years, Farella has been a go-to leading San Francisco law firm representing the key industries of Northern California. Mirroring our legal representation, staff departments work in lean teams providing development opportunities, role expansion and significant access to challenges and personal growth for each employee. Our professional development, benefits and culture have been rewarded with inclusion in the annual San Francisco Business Times Best Places to Work award since 2006. The flat leadership model provides direct access to decision makers for all staff levels, and in the case of Client Services we work as one team sharing ideas and experiences learning and growing as a team. It's not unheard of at Farella to have staff with tenure of 20 or 30 years...for example in the Client Services team has an average tenure of 12 years. We wouldn't have this success without a strong culture and truly living our message that each person on the team has a voice and an ability to influence the projects outcome.

**WHY THIS ROLE?** This is a new role in the Client Services Department, and therefore has some flexibility in its development and focus. While the basic function is to ensure success of the industry group restructuring the firm has undertaken, the role has many facets and significant room for personal growth and development. The ideal candidate will understand law firm structures, economics and politics, have a proven ability to think and act strategically, and understand how to use technology to create or streamline process, administer the six industry groups, and leverage resources for marketing and business development success.

**WHY FARELLA'S CLIENT SERVICES TEAM?** The Director of Client Service is an industry leader in law firm marketing. With more than 20 years of experience, he has grown up pushing the limits of legal marketing and is honored as a member of the LMA Hall of Fame and as a fellow in the College of Law Practice management. The complete Client Services team chooses Farella for its culture, leadership and market position. We own our size, and position Farella for success in the most competitive legal market in the world.

**REPORTING RELATIONSHIP:** Reports to the Director of Client Services with dotted line to the Industry Group Leaders.

**ESSENTIAL FUNCTIONS:** Facetime is a key element of the Farella culture, so regular attendance is required. Specific responsibilities include:

- Develops a working relationship with each of the six industry group leaders (and group initiative leaders as applicable), including a detailed understanding of their market position, client targets, marketing strategies and strategic goals.
- Develop and lead intergroup communications through monthly meetings that are designed to reach the strategic goals of the industry group. Take ownership of meeting schedules, agenda development, meeting minutes to ensure accuracy and inclusion tasks or actions , by agreed due dates .
- Works proactively to develop tools/systems to track actions status ensure completion and communicate status with Industry Group Leaders and members.
- Increases the value of Farella's CRM system by recording information on clients and contacts, tracking activity and reporting metrics as appropriate.

- Develop and implement an internal communications program to share best practices across industry groups, promotes client wins and highlights industry group skills, expertise, and go to market messaging.
- Defines and coordinates industry professional association activity to ensure maximum penetration, strategic involvement, and brand development for each industry group.
- Leverages Farella's research tools (e.g., Manzama, Law360, etc.) to increase and share industry trends and implement marketing strategies to address appropriate trends.
- Ensures Website (fbm.com) is up to date with changes in the industry groups, new matters, etc.
- Performs other duties as assigned.

**QUALIFICATIONS AND REQUIREMENTS:** To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the education, experience, skills, knowledge and abilities required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential duties.

**Education:** College degree required with emphasis in business, marketing, communications or English preferred. Advanced degree a plus.

**Experience:** Office experience, preferably in a law firm or professional service marketing department.

**Knowledge, Skills and Abilities:**

- Basic understanding of law firm business models, operations, marketing strategies and communications.
- Develop understanding of industry groups and needs.
- Understanding of legal services provided by the Firm and the ability to write and converse about them.
- High level of proficiency in the use of the MS Office Suite of software (Excel, Word, Outlook and PowerPoint); document management software; website software and other related software.
- Understanding of database technology. Ability to thoroughly learn to use the Firm's CRM database, InterAction.
- Ability to conduct basic research and pull content from the internet.
- Excellent communication skills, both written and verbal.
- Strong organizational skills and attention to detail.
- Ability to work effectively within a team environment.
- Individually motivated to complete projects without direct supervision.
- Strong time management skills and the ability to work under pressure in a fast-paced environment; ability to coordinate multiple tasks concurrently and meet deadlines.

**Level:** Works under moderate supervision by the Director of Client Services and works closely with the Communications Manager and Event Specialist.

**Physical Demands:** The physical demands described here are representative of the requirements that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. While performing the duties of this job, the employee is regularly required to handle or feel objects, tools or controls; extensively use a computer keyboard and mouse; reach; and talk and listen. The employee is frequently required work at a work station (sitting or standing), as

well as to lift and transport objects such as documents and files weighing up to 10 pounds. The employee is occasionally required to move about the office and reach items above or below desk level. Specific vision abilities required by this position include close vision and the ability to adjust focus.

**Work Environment:** The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job, including moderate noise level, an indoor temperate environment, and light levels that are bright and conducive to minimal eye strain, typical for an office workstation environment.

**SCOPE OF JOB DESCRIPTION AND MODIFICATIONS:** This job description intends to describe the general nature of the job and does not represent that all such duties will be performed by all individuals who hold the job. This job description does not limit the tasks that an employee may reasonably be requested to perform and in no way alters the firm's at-will employment policies. Substantive changes to this job description may be necessary to meet the changing business needs of the firm. Any substantive revisions to this job description require the approval of the Director of Human Resources.

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