

Position Description

JOB TITLE: Client Services Coordinator

DATE: April 2021

DEPARTMENT: Client Services

FLSA STATUS: Non-Exempt

OFFICE: San Francisco

JOB STATUS: Regular, Full-time

REPORTING RELATIONSHIP: Reports to the Director of Client Services with a dotted line relationship to the Client Services & Communications Manager.

BASIC FUNCTION: The Client Services Coordinator coordinates various marketing activities for the department including internet, social media, electronic communications, newsletters, blogs, pitches, and databases.

ESSENTIAL FUNCTIONS: Regular and predictable attendance is an essential function of the position.

- Posts content to appropriate online assets including web site (fbm.com), social media (LinkedIn, Twitter, Facebook, etc.), and blogs.
- Maintains fbm.com using SiteImprove reports tracking broken links and other errors.
- Conducts and analyzes internet and marketing research in conjunction with the Library for practice, industry and individual attorney business development needs; scans media for information on topics of interest.
- Develops, writes and obtains content for the firm's internal newsletter, Farella Flash, along with the Client Services & Communications Manager.
- Curates content from Manazma feeds, formats, and sends bi-weekly newsletters based on industry group subject matter.
- Formats and distributes client alerts and newsletters using Vuture.
- Updates experience lists/database, practice profiles, proposal materials and applicable web site content.
- Drafts and updates attorney biographies including coordinating photography.
- Supports Farella's CRM (InterAction) as a data steward updating contact information, creating event folders and addressing tickets.
- Coordinates various loyalty projects (e.g. client loyalty, referral recognition, SWAG store, and alumni relations).
- Processes sponsorship requests, including tracking attendance and benefits for the sponsorship.
- Writes, edits, and produces pitch packets and customized brochures, and tracks results.
- Coordinates distribution of event tickets to clients and tracks attendance.
- Organizes and maintains practice development files.
- 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 marketing, communications or English preferred. Advanced degree a plus.

Experience: At least two years' experience in a marketing department; law firm or professional service firm experience required.

Knowledge, Skills and Abilities:

- Understanding of database technology. Ability to thoroughly learn to use the Firm's CRM database, InterAction, including data updates, all functionality and reporting.
- High level of proficiency in the use of the MS Office Suite of software (Word, Outlook, PowerPoint and Excel); document management software; website software and other related software.
- Familiarity with and ability to increase knowledge of marketing technology such as Manzama, Vuture, and SiteImprove.
- Knowledge of Adobe InDesign and PhotoShop.
- Knowledge of HTML and CSS a plus.
- Understanding of law firm business development.
- General understanding of the legal profession and gain specific knowledge of the legal services offered by Farella and the ability to converse about them.
- 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.

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 to work at a workstation, 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.