

## **JOB DESCRIPTION**

**Position Title:** Communications & Digital Marketing Specialist (Contract Position)

**Reporting To:** Manager of Marketing Operations & Communications

**Position Type:** Full-Time, Maternity leave replacement (14 months from Dec 2021 to Feb 2023)

**Position Summary:** An instrumental member of the firm's Marketing Group, the Communications & Digital Marketing Specialist is a broad, versatile position that involves various marketing disciplines. Primarily, the successful candidate will support the upkeep of an actively engaging digital presence, and handle the firm's website, intranet, social media channels and email marketing activities. If you are a motivated, enthusiastic, self-starter with a passion and aptitude for all things digital and design, we encourage you to apply for this opportunity to join a creative team of marketing and communications professionals dedicated to supporting a market-leading mid-size law firm in Toronto.

### **RESPONSIBILITIES:**

#### **Communications & Digital Marketing**

- Maintain/develop Torkin Manes website, microsites, blogs and social media sites
- Advertising – prepare ads
- Prepare, post and manage website content, including lawyer profiles, news items and publications (internal and external), practice area and industry pages, events
- Proofread and copyedit various internal and external communications, including LegalPoint newsletters, event invitations and other client communications
- Work with vendors to utilize, troubleshoot and enhance software for distribution of content (Vuture, ClearView Social, Mondaq, Lexology, etc.)
- Prepare analytics reports

#### **Graphic, Website and Intranet Design**

- Maintain/develop Torkin Manes website, microsites, blogs and social media sites
- Work on updating the design and functionality of the firm's intranet
- Create on-brand social media graphics and advertisements using Adobe InDesign, Photoshop or Illustrator

#### **Social Media**

- Support the execution of social media campaigns across LinkedIn, Twitter and any other relevant social media channels
- Promote lawyer engagement in social media as a communications tool to establish and enhance their profiles (LinkedIn training, ClearView Social)
- Develop and manage the firm's social media presence
- Gather and analyze metrics on the firm's social media KPIs and competitive landscape, and proactively provide recommendations to marketing team for enhancement
- Collaborate with media monitoring service provider for daily/weekly/monthly coverage, as well as corresponding reports and graphics for analytics
- Drive content creation by leveraging the firm's content strategy and knowledge of industry trends

## Internal Communications

- Work interactively with members of other admin groups on the firm's intranet (TM Connect)
- Procure and edit content, and distribute monthly TM Connect internal newsletter

## What You Offer:

- Proven working experience (ideally 5+ years) in a digital marketing role, either in a professional services marketing organization, law firm or an agency
- Strong oral and written communications skills, including editing and proofreading
- Excellent skills with the MS Office suite, especially Outlook, Word and Excel
- Experience in the use of Adobe products desirable (InDesign, Acrobat, Photoshop)
- Experience with a document management system (iManage)
- Experience with CRM database programs such as ContactEase or Interaction
- Thorough knowledge of email best practices and CASL
- Ability to work well independently and in a team environment
- Ability to handle multiple projects and complex tasks simultaneously
- University or college degree with a communications, digital marketing or media relations focus

## You Are:

- A self-starter with good problem-solving skills
- Able to function well in a fast-paced environment, where changes of plan are the norm
- Able to meet deadlines, prioritize tasks, manage expectations and remain calm under pressure
- Able to deal with sensitive, confidential material
- Able to work with a variety of personality types, and to relate in a professional manner to senior firm members, outside vendors, and colleagues
- Detail-oriented, having a passion for accuracy
- Flexible, team player

## What We Offer:

- Comprehensive health and dental benefits

If you are motivated and looking to excel, please submit your resume in confidence to:

[HR@torkinmanes.com](mailto:HR@torkinmanes.com)

## About Us

Torkin Manes LLP is a vibrant, growing, medium-sized full-service law firm located in downtown Toronto. Our 100+ lawyers practise in all areas of business law and litigation. Torkin Manes is ranked as the #1 Ontario regional law firm by *Canadian Lawyer* and is consistently ranked as one of Canada's top Regional law firms by *Chambers Canada*. Our consistent top rankings are a testament to our client service ethic, commitment to the legal profession, and success in our areas of practice.

*Torkin Manes LLP is an Equal Opportunity Employer that is committed to inclusive, barrier-free recruitment and selection processes. In accordance with the Accessibility for Ontarians with Disabilities Act, 2005 and the Ontario Human Rights Code, Torkin Manes is proud to provide employment accommodation during the recruitment, selection and/or assessment processes. Should you require an accommodation, please inform us as soon as possible by reaching out to [hr@torkinmanes.com](mailto:hr@torkinmanes.com), and we will work with you to meet your accessibility needs. We welcome applications from all qualified candidates. We thank all those who apply. However, only those selected for an interview will be contacted.*