

COMPANY DESCRIPTION

Pemberton Personal Injury Law Firm is a Wisconsin-based firm dedicated to representing and protecting those who have been injured. Our mission is to help, counsel, and advocate for the rights of the injured. We are committed to providing exceptional legal services and support to our clients throughout Wisconsin.

POSITION PURPOSE

The Marketing Coordinator supports the firm's marketing efforts by managing its social media presence, creating engaging content, coordinating events, and assisting with various marketing tasks to enhance brand equity and online visibility. This role also requires graphic design and video editing skills to produce compelling visual content that aligns with the firm's marketing objectives.

ESSENTIAL FUNCTIONS

- Manage social media profiles to strengthen brand presence and engagement.
- Create, schedule, and post engaging content across social media platforms.
- Design graphics for social media, the company website, and marketing materials.
- Edit videos for social media and marketing campaigns.
- Create and manage email marketing campaigns.
- Coordinate and manage events to increase brand visibility and support the firm's objectives.
- Assist in developing and implementing marketing strategies and campaigns.
- Track and report on the effectiveness of marketing efforts.
- Update and maintain the company's website and other digital assets.
- Collaborate with other departments to ensure cohesive marketing efforts.
- Support the planning and execution of promotions and marketing initiatives.

SPECIAL KNOWLEDGE OR SKILLS

- Exceptional customer service skills.
- Excellent oral and written communication skills.
- Strong understanding of current and emerging social media channels (e.g., Facebook, Instagram, YouTube, TikTok).
- Knowledge of social media tools and techniques.
- Impeccable spelling and grammar.
- Strong organizational skills and attention to detail.
- Ability to handle multiple projects simultaneously.
- Ability to work effectively with a variety of people.
- Self-starter with a proactive approach to tasks.
- Proficiency in graphic design software (e.g., Canva, Adobe Photoshop, Illustrator).
- Proficiency in video editing software (e.g., Descript, Adobe Premiere Pro, Final Cut Pro).
- Natural eye for photography and video shooting.
- Experience with capturing high-quality photos and videos.

RESPONSIBILITIES

- Take creative direction and collaborate effectively with others.
- Assist in implementing marketing campaigns.
- Undertake ad-hoc marketing projects as needed.
- Manage administrative duties related to marketing activities.

QUALIFICATIONS

- Minimum of 2 years of experience in digital marketing, brand management, and social media.
- High school diploma, GED, or equivalent is required; a bachelor's degree in Marketing is desirable.
- Proficiency in Microsoft Office suite (Outlook, Excel, Word, PowerPoint, etc.).