



Position Description

Position: Coordinator, Marketing

Department: Marketing

ABOUT DRI

DRI is the leading organization of defense attorneys and in-house counsel. Membership in DRI provides access to resources and tools for attorneys who strive to provide high-quality, balanced and excellent service to their clients and corporations. DRI is host to 29 substantive committees whose focus is to develop ongoing and critical dialogue about areas of practice. DRI provides access to resources and tools to grow your practice – members can search a database of more than 65,000 experts, attend renowned CLE seminars, conferences and webcasts, network with 20,000+ like-minded defense practitioners and more.

POSITION SUMMARY

This individual will contribute to the Marketing Department's role in supporting the growth of DRI's programming, brand awareness, and member value. The successful candidate will be responsible for understanding DRI's current and potential audiences and implementing marketing strategies and initiatives designed to grow programming sales, and significantly increase the membership base. The Marketing Coordinator will work closely with the programming department to play an important role in positioning DRI's brand and educational offerings.

KEY RESPONSIBILITIES

Key duties and responsibilities include, but are not limited to:

- Implementing the DRI marketing process, working closely with the rest of the marketing team to ensure maximum effectiveness and a high-quality work product
- Supporting and measuring brand awareness efforts within the team, DRI, volunteers, members and the legal marketplace
- Creating compelling, creative, and concise copy for emails, general messaging, collateral, social media and presentation materials
- Supporting DRI's efforts and working closely with all stakeholders to support the success of all DRI products and services with a focus on programming
- Collecting and analyzing essential data from all membership marketing activities to measure progress and inform future marketing initiatives
- Directly supporting the Membership team's recruitment and retention efforts

QUALIFICATIONS

- 1-3 years' experience in marketing/sales support/business development/brand strategy
- Experience as a project lead
- Ability to successfully manage multiple projects at one time
- Experience working with and managing volunteer expectations
- Excellent time management skills
- Familiarity with social media
- Willingness to think out-of-the-box
- Collaborative work style

- Experience working in a fast-paced and high-pressure environment
- Strong writing ability and experience with copywriting in various forms
- Familiarity with SEO
- Results-driven, goal-oriented
- Critical thinker
- Experience with market research
- Experience in the legal space preferred but not required
- Degree in Marketing preferred but not required

WORKING CONDITIONS

- This position works 37.5 hours per week in person Monday through Friday around core business hours
- Some travel may be required

EQUAL OPPORTUNITY EMPLOYER

DRI provides equal employment opportunity without regard to race, color, creed, gender and gender identity or expression, age, mental or physical disability, medical condition, including pregnancy and childbirth, religion, national origin, marital status, sexual orientation, ancestry, genetic information, political belief or activity, veteran or military discharge status, or any other basis protected by local, state or federal law and regulations under Title VII.

The policy applies to all employment practices, including but not limited to recruitment, hiring, training and development, promotion, transfer, termination, layoff, compensation, benefits, social and recreational programs, and all other conditions and privileges of employment in accordance with applicable federal, state, and local laws.

BENEFITS

- Life Insurance
- Medical Insurance
- PPO/HRA, PPO/HSA, Prescription Drug Program, HMO, and Prescription Drug Copay are available
- Dental Insurance
- Vision Insurance
- Short-Term and Long-Term Disability
- Work/Life Balance Program
- Identify Theft Insurance
- Up to 15 vacation days per year, which accrue monthly
- Up to 12 sick days per year, which accrue monthly
- Up to two personal days per year

Updated: April 2024