



Position: Manager, Marketing
Department: Marketing
Reports to: Senior Director, Marketing Strategy

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 law 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, attend renowned CLE seminars, conferences and webcasts, network with 16,000+ like-minded defense practitioners and more.

POSITION SUMMARY

The Manager of Marketing will be responsible for the implementation of multi-channel marketing strategies to ensure organizational goals are met for programming, membership, products, and services. Areas of focus include digital strategy, advertising, content creation, website, creative, and branding. The position reports to the Senior Director, Marketing Strategy.

KEY RESPONSIBILITIES

This position supervises the Senior Marketing Coordinator and Marketing Coordinator and directs their work, maintains management of their performance while serving as a mentor, aiding in their professional development. Key duties and responsibilities include, but are not limited to:

- Work closely with the Marketing Director and internal stakeholders in developing marketing plans and strategies. Ensure timely, accurate creation and implementation of plans.
- Continually seek new and innovative ways to deliver an excellent member/customer experience through improved processes and tracking marketing effectiveness/ROI.
- Creating effective customer-centric marketing campaigns including personal development.
- Grow and manage an integrated digital strategy for the organization including paid and organic efforts
- Build and implement content strategy and measures its performance
- Support organizational initiatives working closely with internal departments and volunteers

QUALIFICATIONS

- Excellent verbal and written communication skills
- Excellent organizational skills and attention to detail
- Ability to work in a fast-paced environment and multi-task
- Ability to act with integrity, professionalism, and confidentiality
- Ability to work independently and as a team; collaboration is key
- Strong knowledge of Microsoft office suite including – Excel, Word, and PowerPoint
- Proficiency with or the ability to quickly learn Informz (email platform)
- Working knowledge of social media platforms (LinkedIn, Meta, Instagram, Twitter, etc.) and Hootsuite (or similar)
- Bachelor's degree in Marketing, Business, Communications, or related area
- 5+ years' experience developing/managing successful marketing programs



WORKING CONDITIONS

- This position works 40 hours per week Monday through Friday around core business hours
- Prolonged periods of sitting at a desk and working on a computer
- Must be able to lift 15 pounds at times

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, Prescription Drug Program, HMO, and Prescription Drug Copay
- Dental & Vision Insurance
- Short-Term and Long-Term Disability
- Employee Assistance Program
- Up to 15 vacation days per year
- Up to 12 sick days per year, which accrue monthly
- Up to 11 paid holidays per year
- Up to two personal days per year
- 401k w/ Employer Match