

Position Description

Position: Manager, Seminar Marketing Strategy
Department: Marketing
Reports to: Senior Director of Communications

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 30 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

DRI is seeking a strategic, revenue-focused marketing professional with a strong background in law firm marketing/business development, audience development, and sales to drive growth across DRI's seminar portfolio.

The Manager, Seminar Marketing Strategy will play a critical role in increasing seminar attendance among individual attendees and strengthening relationships with law firms and corporate legal departments. This role requires a professional who is comfortable developing marketing strategy, collaborating with members, engaging decision-makers, identifying new firm-level opportunities, and positioning DRI seminars as essential professional development and business-building investments.

The ideal candidate brings experience from a law firm marketing team, professional services environment, CLE provider, or association marketing agency and understands how attorneys evaluate conferences and training opportunities. The ideal candidate leverages AI-powered marketing technologies to improve campaign performance, efficiency, and audience engagement with sound judgment.

KEY RESPONSIBILITIES

Seminar Revenue & Audience Growth

- Lead marketing strategies that drive seminar registration, group attendance, and sponsor participation.
- Work with the business development department to identify and cultivate relationships with law firms to encourage multi-attendee registrations and repeat participation.
- Develop targeted campaigns aimed at practice groups, firm leadership, and decision-makers responsible for professional development budgets.
- Partner with stakeholders to create compelling value propositions that position DRI seminars as must-attend industry events.
- Analyze registration trends, competitive events, and market demand to uncover new growth opportunities.

- Experience applying AI-powered marketing tools to improve campaign performance, content strategy, and marketing efficiency while ensuring quality.

Strategic Marketing Leadership

- Build and execute on integrated marketing plans aligned with seminar revenue goals and organizational priorities.
- Translate business objectives into measurable campaigns that improve conversion rates and maximize attendance.
- Optimize lead generation, nurturing, and remarketing strategies using data and performance insights.
- Continually evaluate marketing ROI and recommend improvements.

Digital Strategy & Messaging

- Lead digital demand-generation efforts across paid and organic channels.
- Guide messaging that resonates with busy legal professionals and clearly communicates ROI for attending.
- Oversee content strategy tied directly to seminar promotion timelines.

Team Leadership

- Supervise two Marketing Coordinators, providing direction, mentorship, and accountability.
- Foster a results-oriented team culture focused on innovation and measurable outcomes.

Cross-Functional Collaboration

- Partner closely with programming teams, business development team, internal departments, and volunteer leaders to align marketing with seminar objectives.
- Ensure seamless execution from campaign launch through event delivery.

QUALIFICATIONS

- 5–7+ years of experience in event marketing, business development, sponsorship sales support, or audience growth — preferably within legal, professional services, or association environments.
- Proven success driving event attendance, revenue growth, or partnership development.
- Strong understanding of how law firms evaluate CLE programs, conferences, and professional development investments.
- Demonstrated ability to engage senior stakeholders and present value-driven opportunities.
- Excellent communication skills and executive presence.
- Highly organized with strong attention to detail and ability to manage multiple campaigns simultaneously.
- Data-driven mindset with experience measuring marketing effectiveness.
- Bachelor's degree in Marketing, Business, Communications, or related field.
- WORKING CONDITIONS

- This position works 37.5 hours per week Monday through Friday around core business hours
- Must be able to lift 15 pounds at times
- This is a hybrid position, with a full-time employee working 37.5 hours per week Monday through Friday in Chicago, which currently includes three (3) office days per week, with Tuesday and Wednesdays as a mandatory office days.

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

Salary Range: \$70,000 to \$80,000

- 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: July 2026