



SENIOR COORDINATOR, MARKETING

About DRI

DRI is the leading organization of civil defense attorneys and in-house counsel. Membership in DRI supports the success of the civil defense bar and the businesses it serves through Business Development, a National and International Platform, Education, Advocacy, Leadership Development and Networking.

Position Description:

This individual will contribute to the Marketing Department's role in supporting the growth of DRI's membership reach, brand awareness efforts and special projects. The successful candidate will be responsible for understanding DRI's current and potential audiences and implementing marketing strategies and initiatives designed to grow brand awareness within the marketplace, promote key member products/services, and significantly increase the membership base. The Senior Coordinator will work closely with all departments to play an important role in positioning DRI's platform for success and will report to the Director of Marketing Strategy.

Senior Coordinator Responsibilities:

- Implementing the DRI membership 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
- Acting as the project coordinator for The Center and DRI Foundation marketing activities
- Creating compelling, creative and concise copy for emails, general messaging, collateral, social media and presentation materials
- Supporting DRI's UX/CX efforts and working closely with all stakeholders to support the success of all DRI products and services
- 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:

- 2-4 years' experience in marketing/sales support/business development/brand strategy
- Experience as a project lead
- Experience in the legal space preferred
- Degree in Marketing preferred
- Ability to successfully manage multiple projects at one time
- Experience working with and managing volunteer expectations
- Excellent time management skills
- 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 with U/X initiatives

Working Conditions

This position works 40 hours per week Monday through Friday around core business hours in Chicago.

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 are available
 - Dental Insurance
 - Vision Insurance
- Short-Term and Long-Term Disability
- Work/Life Balance Program
- Identify Theft Insurance
- Up to 10 vacation days per year, which accrue monthly
- Up to 12 sick days per year, which accrue monthly
- Up to two personal days per year