

# MARKETING SPECIALIST

100% REMOTE (U.S. BASED) FULL-TIME TEAM MEMBER



## ARE YOU OUR NEXT MARKETING SPECIALIST?

At Lawyerist, we're guiding healthier small law firms by teaching lawyers how to run their business and connecting them with the tools and services their business needs most. We're pretty proud of what we're building, which includes a [top-ranking site](#), an [effective coaching program](#), high-performing [product pages for our partners](#), a [bestselling book](#), and a top [legal podcast](#). We are hiring a marketing specialist to manage podcast production, speaking outreach, guest posting, and social media content.

## KEY RESPONSIBILITIES & RESULTS

- **Manage our speaking strategy.** Our team of legal experts speaks at legal conferences, CLEs, law school events, vendor events, and other industry events. You'll manage our speaking-opportunity funnel and connect regularly with leaders in the legal community in order to maintain a consistent and scaled speaking strategy for the team.
- **Manage guest posts and external link building.** You'll improve our off-page SEO by finding and coordinating guest posting opportunities on other websites, syndicating our content to other websites with links back to original content, and external link building by finding quality prospects and monitoring current domains.
- **Coordinate podcast production.** You'll oversee and manage the production workflow, from pitching to promotion. You'll work with hosts, guests, and contractors and handle the post-production promotion of the podcast.
- **Coordinate social media content.** You'll coordinate with our internal teams in order to meet our social media objectives. You'll engage with the community on our social media platforms by posting evergreen content, time-sensitive events, and industry-relevant news in a way that reflects our reputation as a trusted and future-oriented source in the legal industry.
- **Support content marketing efforts.** You'll assist in the coordination of some content marketing, including design adjustments on digital content, creating graphics from templates, and assembling newsletters.

## TECHNICAL QUALIFICATIONS

- 2+ years of digital content experience
- Understanding of link building and off-page SEO
- Familiarity with SEO platforms such as SEMrush or Moz
- Knowledge of speaking and guest posting opportunity models
- Experience with WordPress



## SOME DETAILS YOU PROBABLY WANT TO KNOW:

We're remote so we expect you to have reliable internet, a professional workspace, and the ability to travel for in-person meetings/conferences typically 1-2 times/year. We work 9-5 CT, M-F. This role is scoped to be full-time (40 hrs/week). The full-time base salary starts at \$50,000/year but is negotiable depending on qualifications and experience. Benefits include a health allowance, retirement matching, home office budget, mental health services, profit-sharing, flexible vacation, and a great team of people you'll be proud to work with every day. Lawyerist is an equal opportunity employer and we value diversity. We see imposter syndrome as a sign of conscientiousness. If you're a minority and/or woman wondering if you're really qualified, you probably are, so please apply! Let's talk!

## A LITTLE MORE ABOUT OUR TEAM AND VALUES:

We are a team of lawyers, legal tech aficionados, business coaches, subject matter experts, kick-ass team members, champions for access to justice, and stewards changing the legal industry by guiding healthier businesses. We take pride in our work. We're proud of the amazing people on our team who bring their whole selves to work each day. We genuinely love to hear each other's best personal news each week, but also make space if someone needs support. We laugh a lot during team calls and know a good deal about each other's lives despite being a distributed team thousands of miles apart.

We really like what we do, but think we should accomplish our work in 40 hrs/week so we can devote time to other things we really like doing. (Really. And we take vacations and actually check out.)

We also all share a commitment to these core company values:

- **Build an Inclusive Community.** We're building community among our team, our partners, and the lawyers we support. Our community is open and welcoming to different thoughts, knowledge, identities, backgrounds, status, characteristics, and experiences.
- **Experiment Like a Lobster.** We experiment—we question, test, analyze, learn, adapt, improve, and push ourselves for outsized impacts through relentless incrementalism. We practice what we teach.
- **Grab the Marker.** We're confident, bold, brave not perfect, and ready to step up and jump in. When we see ways to improve or solve problems, we make it happen.
- **Seek Candor.** We're creating a place where difficult conversations don't just happen, but are celebrated. We aren't perfect and this isn't a license to be mean. Instead, we engage in and practice the process. We work to build trust, be honest, show empathy, and genuinely care for one another.
- **Grow as People.** We nurture each other's integrated personal and professional development and the journey to the best versions of ourselves. We honor our whole selves and support team members in fulfilling their dreams along the way! We aren't stagnant.



## APPLICATION PROCESS:

To apply, please submit each of the following to [jobs@lawyerist.com](mailto:jobs@lawyerist.com); with the subject line “[Full Name]: Application for Marketing Specialist.”

- **Responsive Resume** (in PDF format). We are reviewing your resume to determine the following:
  - Your skillset and how it would support you in your role as a marketing specialist
  - Outcomes and the effectiveness of your work
  - Your experience working on a team and managing projects
  - Your ability to learn and grow personally and professionally
- **Case Study/Work Example.** We’d like to see an example of your work. Please submit something that will demonstrate:
  - Your project’s goal
  - The strategy you used
  - The results or outcome of your work
- **Cover Letter:** Please submit a written or video cover letter with the following:
  - Introduce yourself to our team
  - Answer why you think you’d be great for our team and how you could help us with digital marketing.

Lawyerist is an equal opportunity employer and we value diversity at our company. We don’t discriminate against gender, age, sexual orientation, race, nationality, ethnicity, religion, disability, or veteran status.

At this time, we are only accepting applications from US-based candidates.

Priority deadline for applications: February 18, 2022