

Siskinds LLP is one of Southwestern Ontario's leading law firms. We are a growing team of over 230 lawyers and support staff covering personal, business, personal injury, and class action law as well as over 25 specialized practice areas. As one firm, we help clients make the right legal choices and manage their legal affairs, and we strive to offer our services in a manner that's easy to understand and access.

## **Marketing Specialist (Senior) – Full Time**

This position will require you lead and oversee a high-volume of activities across multiple media platforms. This will include, but is not limited to, collaborating to develop strategies for marketing programs, managing end-to-end project delivery and leading the planning and delivery of Siskinds' events in the community and legal industry.

Our ideal candidate will have excellent communication skills, a post-secondary education in marketing, and 5-8 years of relevant experience.

We need an enthusiastic and proactive individual who can work independently and within a team. The role requires sound administrative, time management, and organizational skills. It also requires excellent communication skills (verbal, written and grammatical). Attention to detail is also imperative.

You will work well both independently and within a team setting. You will have a sincere passion for new technology learning and application. You enjoy a fast-paced, multi-tasked and deadline-driven environment.

### **Requirements:**

- Report to the marketing manager.
- Lead and oversee the development of marketing, advertising and promotional pieces across diverse types of print and online media.
- Collaborate with the marketing director and marketing manager to develop strategies for marketing programs.
- Work closely with internal colleagues and external contacts on a high-volume of projects across diverse media platforms.
- Manage end-to-end project delivery from concept to execution. Examples include:
  - work with vendors and external organizations including creative and media agencies, videographers, photographers, foundations and charities to book space, obtain specs, and relay revisions;
  - brief project teams;
  - create and maintain project schedules;
  - review posts/tweets/images/videos on social media.
- Lead the planning and delivery of Siskinds' events in the community and legal industry, and work with internal and external stakeholders as required.

**Experience, Skills Attributes:**

- Degree or diploma in a business or marketing program is required.
- 5-8 years of experience in a high-volume, fast-paced, multi-media environment is required.
- Strong project management skills are required.
- Strong interpersonal skills including verbal and written skills are required.
- A high aptitude for multi-tasking, follow-through and collaboration is required as well as attention to detail.
- Ability to efficiently engage with colleagues at all levels at the firm.
- Diverse interests across multiple areas of marketing is required, for example, marketing, advertising, media relations, public relations, events, and internal communications.
- Working knowledge of Adobe Creative Suite (Illustrator, Photoshop, InDesign) is required.

We are a truly cohesive team, and as such, being a team player as well as having a strong technical ability and a positive attitude will make you a top contender, and ideally our chosen candidate.

We offer a technologically advanced environment with exposure to many specialized computer applications. Our comprehensive in-house training and ongoing support is of the highest level. We offer competitive compensation and benefits.

Siskinds is an equal opportunity employer and will work with and accommodate persons with disabilities throughout the entire recruitment, selection, and on-boarding process. To learn more about us, please visit our website at [www.siskinds.com](http://www.siskinds.com)

**Please email your resume** quoting "Marketing Specialist" and "Your Name" in the subject line, to [humanresources@siskinds.com](mailto:humanresources@siskinds.com). Deadline for submissions is Thursday, December 2, 2021.

**Contact Information:**

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