

Siskinds LLP is one of Southwestern Ontario's leading law firms. We are a 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 – 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 3 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 firm's social media channels including, Facebook, LinkedIn, Instagram and Twitter
- Act as the primary point of contact within the marketing department for events, conferences, workshops, and tradeshows
- Coordinate marketing, advertising, and promotional activities
- Assist in analyzing marketing data (campaign results, conversion rates, traffic etc.) to help shape future marketing activities
- Collaborate with internal stakeholders to undertake individual tasks of a marketing plan as assigned

Experience, Skills Attributes:

- Degree or diploma in a business or marketing program or a minimum of 3 years proven experience in a similar role
- Strong project management skills are required.
- Strong interpersonal, verbal and written, skills are required.
- Thorough understanding of marketing channels (including traditional and digital such as SEO/Social media etc.) and market research methods
- A high aptitude for multi-tasking, follow-through and collaboration is required as well as attention to detail

- Working knowledge of MS Office, Web analytics, and Google Ads
- Experience with Adobe Creative Suite - Illustrator, Photoshop, InDesign is an asset but not 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

Please email your resume quoting "Marketing Specialist" and "Your Name" in the subject line, to humanresources@siskinds.com. Deadline for submissions is October 1, 2021.

Contact Information:

Siskinds, London Head Office
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