

# Marketing & Business Development Coordinator

HR Legal is executing our exciting new marketing and business development strategy and are looking for a Marketing and Business Development Coordinator to drive its success.

Reporting to the Managing Partner, this role will be responsible for the execution, monitoring and future development of the firm marketing and business development strategy and associated plans.

Key responsibilities include:

- Manage integrated marketing campaigns
- Digital marketing, including website, EDMs and social media
- Schedule and manage both internal and external events (client events, seminars, webinars and staff functions / industry events)
- Execute firm visual identity, including collateral and presentations
- Manage sponsorships and strategic partnerships
- Determine and measure event/proposal and client acquisition KPI's
- Report on marketing and business development ROI
- Manage and support lawyers' business development plans
- Draft client proposals with input from lawyers
- Assist in and monitor the creation of content (videos, newsletters, marketing tiles, brochures, etc)
- Service development and project management where required
- Manage the firm marketing and business development budget
- Manage marketing software, systems and support services

## Who We Are Looking For

We are looking for a motivated and ambitious marketing professional with a positive attitude to join our team. The successful candidate will have a demonstrated ability to build strong relationships with stakeholders at all levels. In addition, the successful candidate will have a tertiary qualification in marketing or communications and ideally have 2-3 years' experience in a marketing and/or business development role.

Excellent written and verbal communication skills are essential. Experience using Salesforce, Adobe InDesign, Campaign Monitor, WordPress and Survey Monkey is preferred.

As this role operates autonomously, but is supported by an external professional services marketing consultancy, it is a great opportunity for an organised individual who can manage multiple projects concurrently to learn and develop their professional services marketing and business development skills. This role has the opportunity for career progression and promotion.

This is a permanent position. Full time preferred but part time (3+ days) considered.

## About HR Legal

We are leaders in workplace relations and safety law for employers nationally. With people at the heart of everything we do, we have a fun and supportive culture which encourages learning and professional excellence. We listen to our clients, we work with them to provide commercial

solutions, and consequently they gain measurable results that achieve their human resources strategies.

At many workplaces, professional development and flexible work are programs; at HR Legal this is how we work and succeed. We encourage our employees to look for professional development opportunities, including courses, events and memberships, relevant to their role and these will be supported by the firm.

**Interested?**

If you're ready to take on this challenge and want to grow your career, please apply with your cover letter and resume by **Monday 23 September**.

*This is a local, permanent role. To be considered for this opportunity you must have a relevant working Visa for Australia.*