

## **Marketing Coordinator – HR Legal**

Join a leading employment law firm and play a key role in our dynamic growth journey.

Are you a creative, organised and proactive marketing professional ready to make your mark in the legal sector? We are seeking a Marketing Coordinator to support the execution of our firm's business development strategy and drive our brand forward.

### **About the Role**

Reporting to the Business Development Manager, you will work closely with our legal and administrative services teams to deliver impactful marketing initiatives. You will use your expertise in Canva, Adobe Illustrator, and the Microsoft 365 suite to create compelling content and support a wide range of business development activities.

### **Key Responsibilities**

- Design and produce marketing collateral, presentations, and digital assets using Canva and Adobe Illustrator
- Support the planning and execution of integrated marketing campaigns, including digital marketing, website updates, EDMs, and social media.
- Assist with the coordination of client events, seminars, webinars, and industry functions.
- Maintain and enhance the firm's visual identity across all channels, including LinkedIn and our website
- Collaborate with lawyers and business development staff to draft client proposals and support individual business development plans.
- Monitor and report on marketing campaign performance and ROI.
- Contribute to content creation (e.g., newsletters, marketing tiles, brochures, and videos).
- Provide administrative and project management support for marketing and business development initiatives.
- Manage marketing software, systems, and support services.

### **Who We Are Looking For**

- Demonstrated experience in a marketing or communications role, ideally within professional services.

- Proficiency in Canva, Adobe Illustrator, and Microsoft Office suite is essential.
- Strong written and verbal communication skills, with an eye for detail and design.
- Ability to manage multiple projects concurrently and work autonomously in a fast-paced environment.
- Tertiary qualification in marketing, communications or a related field preferred.
- A positive, collaborative attitude and the ability to build strong relationships with stakeholders at all levels.

### **Why Join Us?**

We are a nationally recognised employment law firm with a supportive, people-focused culture. We believe in professional development and offer opportunities for growth, learning and career progression. Flexible work arrangements are available.

### **Ready to Apply?**

If you are excited by the opportunity to contribute to our firm's growth and have the skills we are looking for, we want to hear from you. Please apply with your cover letter and resume.

*Applicants must have the right to work in Australia.*

*We encourage applications from people of all backgrounds and experiences.*

*To apply for this role, please complete the online form. For further information about this position please contact, in confidence, Alex Bennett [abennett@hrlegal.com.au](mailto:abennett@hrlegal.com.au)*