MOUNTAINTOP CONSULTING
Ascend.

Law Firm Marketing Manager

Overview

u.ni.corn "Something that is highly desirable and difficult to find."

Are you the unicorn that we are looking for? We are an established, successful consulting boutique whose clients include Shell Oil Company, Kirkland & Ellis LLP, Wal-Mart, Johnson & Johnson, Susman Godfrey LLP, and other prestigious financial services, law, and private equity firms. Our ideal candidate is a continual learner who values teamwork more than individual contribution and is passionate about exceeding our clients' expectations. Our unicorn is an "A" player who wants to work with a team of exceptional people in an agile, fast-paced environment. We are a true meritocracy where the opportunities for learning and professional growth are limitless.

To succeed in our culture, you must be proactive, smart, attentive to detail, well-organized, and have a positive attitude and a strong sense of urgency. You must be able to handle time sensitive projects, juggle several projects successfully, and switch gears seamlessly.

Our Law Firm Marketing Manager is responsible for scoping, planning, and monitoring client projects such as marketing retainers and consulting projects. The ideal candidate is comfortable advising senior leaders on marketing strategies and has the creativity and technical skills to roll up their sleeves to execute those recommendations. You must also have the confidence to initiate action if goals are not being met. Creating accountability for clients and colleagues takes finesse and a bit of charm. So, our Project Managers should have strong communication and people skills, problem solving skills, and the ability to stay calm under pressure.

This is a full-time position with a hybrid work schedule. It will be in-person 3 days a week in downtown Houston. To protect each other and meet client requirements, all employees must be fully vaccinated for covid-19 and update that vaccination as boosters become available. Typical working hours will be between 8:30 AM and 5:30 PM. Compensation is attractive and commensurate with experience level.

Responsibilities:
In this role, you will work closely with clients, including senior executives, to develop and drive customized marketing and strategy initiatives that you help to design.

- **Marketing Retainers:**
  - Serve as a principal client contact and liaison for marketing retainer projects
  - Analyze client market position and identify key differentiators
  - Develop content strategy and marketing calendars for individual and company-level digital marketing, leveraging Mountaintop templates
  - Writing and basic graphic design for email, social media, short-form blog content, and other digital marketing posts and initiatives, to implement content strategy and reinforce key brand messages
  - Compile and analyze monthly reporting on performance of marketing initiatives, including identifying key takeaways and developing recommendations for ongoing improvements
  - Collaborate with colleagues, client teams, and other vendors to implement marketing initiatives
  - Develop and update company and client marketing collateral
  - Follow established workflow processes and track progress in project management software
  - Maintain company and client photography and graphic design libraries
  - Review all deliverables for formatting, accuracy, and compliance with brand guidelines and content strategies

- **Project Management:**
  - Collaborate with colleagues and client teams to guide a project's direction, including creating and monitoring project work plans, scheduling and facilitating meetings, preparing reports, and leading the development of project deliverables
  - Draft, update, and monitor project milestones and action items in project management software

- **Marketing & Strategy Consulting:**
  - Conduct and attend client meetings to align on goals, ascertain key info. and build buy-in
  - Gather feedback through interviews and surveys
  - Synthesize results of quantitative and qualitative research (whether conducted by Mountaintop or others) into high-level insights, key takeaways, and recommendations for implementation
  - Develop executive-level PowerPoint presentations to convey strategic recommendations

- **Internal Marketing & Bus Dev:** assist with the preparation of pitches, proposals, and client presentations as well as other Mountaintop marketing and planning initiatives
- **Potential Projects:** marketing plans, business plans, strategic plans, branding & competitive analysis, strategic messaging development, press releases & dissemination plans, marketing retainer services, content strategies, client surveys & analysis, business development action plans, and development or editing of graphics, written collateral, and videos

Ideal Candidate Is:

- Consistent and productive. Able to develop and follow detailed processes
- Adaptable: enjoys doing work that requires frequent shifts in direction
- An avid learner who enjoys taking on new challenges and solving problems
- A team player with a positive attitude who can rapidly build enduring relationships and assume responsibility
- An excellent listener and notetaker
- Open to receiving regular feedback in support of continuous improvement
- Principled and committed to the highest standards of ethical behavior and confidentiality
- Willing to pitch in wherever needed on a team or project
- Eager to learn new software and savvy with the use of technology for internal processes and client work

Requirements:

- Authorized to work in the US
- Proof of vaccination for covid-19
- Bachelor's degree. Law firm experience a plus
- Minimum 5 years of marketing, project management, and/or consulting experience. Experience wearing multiple hats and working in a small marketing department is a plus
- Proficiency in Microsoft Office (Outlook, Word, PowerPoint, Excel, Publisher), LinkedIn, Canva, Survey Monkey, email management systems, and CRM systems
- Knowledge of video editing, Google Analytics, Google Data Studio, Adobe Creative Suite (Photoshop, Illustrator, InDesign), HubSpot, or Proposify a plus
- High comfort level dealing with senior management and clients, including willingness and ability to make persuasive presentations to clients of varying seniority levels
- Ability to digest and analyze data and to quickly learn our and our clients' businesses
- Must pass background check and provide strong references
- Must handle confidential information responsibly

Interested candidates should send their Resume and Portfolio/Work Samples to:
info@mtopconsulting.com