

Marketing and Business Development Writer

The **Marketing and Business Development Writer** is the first point of contact for many written deliverables in support of the firm's marketing and business development objectives. The writer will draft persuasive messaging for external communications, including website copy, social media, email marketing, ranking submissions, and award nominations. The writer will also assist with pitches, RFP responses, marketing presentations, and other business development projects, as well as on internal communications such as memos and talking points. The writer will work directly with the marketing and communications manager, as well as with the BD Director and partners, in the development of these materials.

Responsibilities:

- Draft, edit, and develop content for firm website, firm brochures, attorney biographies, practice descriptions, and social media channels.
- Draft award nominations and ranking submissions and manage the trafficking of each project to meet all internal and external deadlines.
- Assist with the creation of proposals, presentations, and RFP responses.
- Manage matter and other content updates, ensuring consistency across all marketing and BD channels.
- Plan and draft internal memos and talking points, working directly with leadership, attorneys, and other departments.
- Produce multimedia content, including videos and podcasts, taking the lead on drafting scripts, talking points, and Q&As.
- Perform additional duties as assigned by the Marketing team, including ad hoc projects for the management team as required.

Requirements:

- Bachelor's Degree from an accredited university in a communications-related field.
- Strong written, interpersonal, and oral communication skills, with confidence and ability to deal with partners, associates, and staff at all levels.
- At least 3-5 years of experience in legal marketing. Understanding of law firms, lawyers, and the legal market.
- Detail-oriented and self-motivated to ensure accuracy.
- Ability to prioritize and complete simultaneous projects in a fast-paced environment.
- Meticulous attention to detail, with strong organizational, analytical, and project management skills.
- Proficiency in Microsoft Office is required. Experience with Adobe In-Design is a plus.

This is an exempt position and the annual salary range for this role is \$100,000 to \$125,000, commensurate with experience. This salary range reflects estimated base salary. Total cash compensation will be higher when factoring in year-end bonus and benefits.

If you are interested in applying for this position, please complete an application [here](#).

Selendy Gay PLLC is an Equal Opportunity Employer.