



JOB DESCRIPTION

Position Title: Marketing Representative

Job Code:

FLSA Status: Non-Exempt

POSITION PURPOSE

The Marketing Representative is responsible for developing consensus as defined by The Firm's management team through targeted goals of the business plan and developing referral relationships within the geographic territory with an emphasis on face-to-face contacts. In addition, this position assists with the coordination of referrals for new business and represents the Firm in all community-related activities and events.

RESPONSIBILITIES AND TASKS

- Develops call plans and strategies to drive volume and new business using the Firms referral systems and creating new avenues.
 - Creates weekly and quarterly plans.
- Understands operations, legal guidelines and competitive analysis when using the Firms systems.
- Uses market analysis data in territory to identify new business opportunities.
- Uses legal outcomes to educate community and referral sources on the Firm's programs and services.
- Conducts competitor analysis to strategically identify development opportunities and threats (SWOTS analysis).
- Recognizes barriers and escalates as needed.
- Responds to and overcomes barriers and follows-up with responsible parties.
- Works with the CFO to identify commercial contracting opportunities.
- Works with the CFO to ensure appropriate contract rates negotiated appropriately.
- Develops relationships with non-profit organizations.
 - Participates in charitable activities and services, representing values of the Firm through this participation in community events and civic organizations.
- Conducts in-house workshops and professional presentations.
- Reports questionable situations, concerns, complaints or harassment immediately.
- Completes pre-call planning on minimum of 95% of contacts.
- Results and post call follow-up entered on minimum of 95% of all contacts.
- Manages costs associated with marketing, travel, education and public relations activities.
- Organizes, plans, and manages time effectively to complete assignments.
- Meets position requirements and performs essential functions.
- Completes mandatory training and courses required by completion date.

COMPETENCIES

Accountability	Taking ownership for responsibilities and commitments, and their outcomes.
Business Acumen	Understanding the context, needs, and key factors associated with achieving business goals and objectives.
Change Agility	Effectively anticipating, preparing for, facilitating, leading, and supporting sustainable positive change.
Collaboration	Contributing and capitalizing on the talents of diverse stakeholders to achieve common goals while respecting individual needs.
Communication	Conveying, understanding, acknowledging and incorporating information, news, ideas and feelings, using a variety of methods.
Leadership	Engaging relevant parties, building a compelling vision of desired outcomes, generating energy and enthusiasm, and empowering others to take action by removing obstacles and building accountability.
Personal Growth & Development	Devoting time and energy to expand knowledge, skills, and abilities; and seeking new experiences or career opportunities.
Quality & Customer Satisfaction	Committing oneself to maintain a high standard of excellence while also meeting or exceeding customer expectations.
Talent Management	Attracting, engaging, retaining, and developing high-performing individuals and teams to meet current and future business needs.
Job/Technical Proficiency	Demonstrating the appropriate breadth and depth of knowledge and skill specific to one's profession, function or job discipline.

POSITION REQUIREMENTS

License or Certification:

- Drivers license in the state employed with acceptable driving recording.

Minimum Qualifications:

- Bachelor's Degree preferred or equivalent job experience.
- Minimum of 2 years experience as a marketing representative in a legal environment preferred.
- Familiarity with legal branding and market placement or identification is preferred.
- Working knowledge of auditing techniques and auditing standards
- Computer literacy (Microsoft Word, Excel, and email)

Machines, Equipment Used:

- General office equipment such as computer/laptop, telephone, copy/fax machine, calculator, scanner, etc.
- Microsoft Office software, to include Outlook, Word, and Excel.

Physical Requirements:

- Visual acuity, speech recognition, speech clarity.
- Ability to lift, lower, push, pull, and retrieve objects weighing a minimum of 15 pounds. Reasonable assistance may be requested when lifting, pushing, and/or pulling exceeds these minimum requirements.

Skills and Abilities:

- Oral communication, written communication, fluency in English, active listening.
- Information ordering, deductive reasoning, social perceptiveness, time management, critical thinking.
- Ability to coordinate, analyze, observe, make decisions, and meet deadlines in a detail-oriented manner.
- Ability to work independently without continuous supervision.

Environmental Conditions:

- Indoor, temperature controlled, smoke-free environment.
- Handicapped accessible.
- May work under stressful circumstances at times.

Proficiency or Productivity Standards:

- Has regular, reliable, and predictable attendance and punctuality.
- Adheres to dress code including wearing ID badge.
- Adheres to Standards of Business Conduct.
- May be required to work weekdays and/or weekends, evenings and/or night shifts if needed to meet deadlines.
- May be required to work on religious and/or legal holidays on scheduled days/shifts.
- May be required to perform other duties as assigned by supervisor.
- This position will support cultural diversity by promoting and maintaining an inclusive work environment and culture that is respectful and accepting of diversity.

All job descriptions approvals and performance evaluations are conducted electronically. Under extenuating circumstances, paper templates can be requested from Human Resources or a member of leadership within the firm.