
Coordinator, Marketing

Widely recognized as Canada's leading litigation practice, we have successfully represented clients' interests in some of the most complex, high-profile cases in Canadian legal history. Focusing exclusively on litigation and advocacy, we practice across dozens of legal areas and industries and represent our clients where it counts – on our feet in all levels of the courts and before every kind of tribunal. Our subject-matter expertise and extensive courtroom experience is consistently recognized by clients, peers, and senior members of the legal profession in leading legal publications, including Chambers Canada and Lexpert. We offer the opportunity to work alongside and learn from some of Canada's most highly regarded litigators and business professionals. Learn more at litigate.com.

Lenczner Slaght is currently seeking a **Coordinator, Marketing**.

ROLE DESCRIPTION

Under the supervision of the Senior Manager, Marketing & Communications, the Coordinator, Marketing will play an important role in supporting our high impact and award-winning brand and marketing programs, ensuring they are bold, creative, and valuable to our clients. These programs are focused on raising the profile of our firm and our lawyers and include digital marketing, rankings and awards, content marketing, branding and collateral, advertising, sponsorships, media relations, internal and external communications, and more. This person will have the opportunity to build direct and strong relationships with the firm's lawyers and business team members at all levels of seniority.

ROLES & RESPONSIBILITIES

- Advance our prominent digital marketing presence by assisting in the planning, drafting, and publishing of social media and website content for our firm and our three award-winning programs: ReferToHer®, Commercialist.com, and Data-Driven Decisions.
- Help advance our content marketing strategy by organizing the intake, editing, and publication of news releases, blogs, and other thought leadership content.
- Support the drafting of ranking and award submissions, preparing and updating marketing materials, tracking and reporting results, and supporting the development of compelling external communications.
- Enhance our external brand by assisting in the creation, design, and execution of high-quality external marketing materials, including digital advertising, invitations, brochures, postcards, signage, guides, etc.
- Champion our brand internally by applying brand styles and guidelines to all materials, as well as coordinating the production and distribution of all internal collateral, stationery, and promotional items.
- Boost our internal communications strategy by supporting the drafting and launching of firmwide content through our intranet and quarterly Town Halls, ensuring materials are high quality, accurate, and on brand.
- Generate reports and conduct research to support various marketing programs as required.

Other duties will be assigned as needed.

EDUCATION & EXPERIENCE

- While experience at a law or professional services firm will be considered an asset, we welcome applications from candidates who are recent graduates.

- Education in marketing, communications, business management or events management is an asset.

KEY SKILLS & CHARACTERISTICS

- Advanced proficiency in MS Office (Outlook, Word, Excel, PowerPoint) is required.
- Proficiency with social media platforms (specifically LinkedIn) is an asset.
- Experience with Canva, Photoshop, and InDesign is an asset.
- Technical aptitude for learning various software programs and applications, including CRM systems.
- Excellent written and verbal communication skills, including the ability to effectively interact with firm members at all levels of seniority.
- Strong organizational and time management skills with ability to multi-task.
- Driven to learn, grow, and achieve results.
- Exceptional client service skills.
- Strong attention to detail.
- Ability to generate creative and innovative ideas.
- A team player with a keen ability to adapt and respond appropriately in various situations.
- Maintains professionalism, confidentiality, and operates with discretion.

OTHER INFORMATION

- **Reporting Details:** This role will report to the Senior Manager, Marketing & Communications.
- **Hours of Work:** 9:00 am to 5:00 pm. Flexibility in working hours can be expected to meet the needs of the firm.
- **Work Arrangement:** This role is hybrid (minimum two days a week in the office) in accordance with the firm's current policy, which may be amended at any time.
- **Training & Support:** The successful candidate will be given all the training and tools required to succeed. While experience with any of the technology tools described above is an asset, comprehensive knowledge is not expected, and you will be supported as you learn.

WHAT DIFFERENTIATES US?

We're expert litigators. Our experience is why people turn to us in the most difficult situations. We have done tens of thousands of cases, thousands of hearings, and hundreds of trials and arbitrations for our clients. Litigation is our passion and focus.

We're bold innovators. As deep thinkers and problem solvers, every person at our firm can envision, plan and execute big ideas. If it hasn't been done before, we aren't afraid to be the first. See our award-winning programs: ReferToHer®, Commercialist.com, and Data-Driven Decisions.

We're team players. We are a firm with deep values, centered around our commitment to excellence and winning. We promote supportive, collaborative working relationships. We know the power of our people and we intend to harness that for the benefit of our firm, our clients, and our industry.

We're future focused. To remain number one, we recruit and develop top talent – this includes lawyers and non-lawyer alike. We attract the best clients and work on the best cases. We live our

values. We professionalize our business. And we implement big, bold ideas. In short, we're prepared for the future and committed to success.

We're diverse thinkers. We are committed to inclusion, diversity, equity, and accessibility because our varied perspectives, backgrounds, identities, and cultures are our greatest assets – it enhances our collaboration, problem-solving, and litigation strategy. That's what gives us an edge with our clients.

We're award winners. We're driven to be number one for our clients and for ourselves. We have been recognized by Lexpert as the #1 firm in Toronto for Litigation for 24 consecutive years and are ranked top-tier by world-renown directory, Chambers Canada. We strive for excellence in everything we do.

HOW TO APPLY

Qualified candidates are asked to submit their cover letter and resume to Isabelle Naraine (Director, Human Resources) [here](#).

Lenczner Slaght invites applications from all qualified candidates. We encourage applications from candidates with diverse backgrounds. We are committed to advancing inclusion, diversity, equity and accessibility in the workplace. Accommodation will be provided in all parts of the recruitment and hiring process. Please direct all questions, including requests for accommodation, to [Human Resources](#).