



## EXECUTIVE SEARCH (Updated 5/1/2014)

<b>COMPANY:</b>	BuckleySandler LLP <a href="http://www.BuckleySandler.com">www.BuckleySandler.com</a>
<b>POSITION:</b>	Communications Coordinator
<b>SALARY:</b>	Competitive / Commensurate with Experience
<b>REPORTS TO:</b>	Director of Marketing
<b>STATUS:</b>	Full Time Staff; Non-Exempt
<b>LOCATION:</b>	Washington, DC
<b>INDUSTRY/CATEGORIES:</b>	Journalism; Media Relations; Communications; Legal Services
<b>INQUIRIES:</b>	Submit resume & cover letter to Susan Jacobsen at <a href="mailto:susan@LUV2XLPR.com">susan@LUV2XLPR.com</a>

### POSITION OVERVIEW

*BuckleySandler LLP, a leading financial services-focused law firm, is seeking a communications professional with exceptional writing skills to produce creative and high quality content for multiple channels for internal and external audiences. Based in the firm's Washington, DC office, this individual will be responsible for developing and executing communications plans that support overall firm, group and individual lawyer initiatives. The ideal candidate should have the ability to write quickly and meet deadlines; demonstrate the ability to explain complex subject matter in plain English (familiar with AP style and demonstrated ability to write specific style guidelines); and able to assist with implementing social media communication strategies.*

*BuckleySandler is a forward thinking and innovative firm, and the attorneys truly understand the importance of media relationships, thought leadership and solid content development and delivery. The firm embraces professional growth and advancement, and continues to receive praise for its commitment to quality of life issues for its lawyers and staff.*

### RESPONSIBILITIES

Working closely with the Director of Marketing and department staff, this individual will be responsible for external and internal firm communications; will be involved in a wide variety of writing projects, including award nominations, survey responses, website content, blog posts, news releases and public relations collateral, among other materials. He/she will help to develop and maintain a systematic approach to maximizing firm thought leadership through editorial calendars, media monitoring and will coordinate public relations activities with external PR firm. Activities to include:

- Assistance with by-lined articles, including originating ideas, drafting, editing and placements.
- Editing and promotion of firm's *InfoBytes* Blog content to maximize exposure.
- Coordination and dissemination of client alerts & newsletters
- Tracking and assistance with legal and industry surveys & rankings.
- Management of Website's "News & Resources."

- Coordination of internal communications, including content on Firm intranet.
- Proficiency with social media channels, including Twitter, LinkedIn and Facebook; oversee firm's social media accounts; coordination of attorney social media training and best practices.
- Maintaining the firm's clipping and historical files, including obtaining reprint rights for bylined articles.

Participate in the management of the firm's marketing communication program, including:

- Work with Marketing Director on the development of annual comprehensive communications/marketing plans for the firm and practice areas.
- Maintain relationships with members of the media, serve as primary contact for the firm's public relations agency and manage relationships with freelancers and/or other partners who contribute to the firm's communications function.
- Coordinate the firm's vendor relationships as they relate to public relations/communications.

### EMPLOYMENT STANDARDS

- Education:** A bachelor's degree in English, journalism or communications, or an equivalent combination of training and experience. Graduate degree in communications or public relations a plus.
- Experience:** Minimum of five (5) years of communications, public relations and/or journalism experience in a legal or professional services environment, media outlet and/or with an agency.
- Required skills:** Excellent oral and written communication skills; ability to write clearly for news organizations, speeches and presentations; demonstrate exceptional insight and knowledge of emerging and social media; and strong interpersonal skills, with ability to organize and drive ideas and initiatives.
- Special Skills:** Must be self-motivated and independent, able to work with a minimum of supervision and to work well with attorneys and staff, as well as to work collaboratively in team initiatives; ability to juggle multiple projects through highly effective organizational skills; polished presentation and interpersonal skills required for representing the firm in diverse environments; knowledge of Microsoft Windows and Office suite of applications; and familiarity with online/web platforms.