

Digital Marketing Coordinator

Lawyers Mutual Liability Insurance Company of NC | Client Services Department

Lawyers Mutual (LM) is seeking an experienced Digital Marketing Coordinator to support and optimize digital marketing programs that will enhance business growth. Creative thinking skills and strategies are essential in driving our digital narrative to improve communication with policyholders and other community stakeholders. The position will report to the Director of Client Services.

Job Description

Responsible for the integration of digital marketing assets, creating online content, increasing brand awareness and digital marketing campaigns. Other duties include implementing social media strategy on various platforms such as LinkedIn, Twitter, Facebook and Instagram, to drive potential insureds to the website for insurance purchases and encourage exploration of LM risk management resources.

The coordinator must be multimedia savvy and be a dynamic and intuitive marketing team member.

Key Responsibilities

- Work with the Director of Client Services to create and drive highly effective digital marketing campaigns to meet departmental and company business goals
- Deliver on digital objectives with emphasis on social media marketing (SMM)
- Develop digital marketing materials, source images and artwork, collate content, update online assets, and handle general digital marketing activities
- Monitor online presence and make strategic suggestions to improve engagement and brand awareness
- Generate appealing captions and content for social media posts with emphasis on interactive engagement
- Create compelling brand stories (photo, print and video) for social media distribution
- Measure digital performance, analyze metrics and report outcomes to determine effectiveness of marketing campaigns and impact on new business
- Demonstrate mastery of current social media platforms while monitoring latest trends for potential implementation
- Use effective communication skills to train LM employees on social media best practices and develop internal campaigns to encourage social media activity
- Skillfully conduct professional interviews to capture inspiring content
- Contribute to website content and maintenance to impact SEM, SEO, etc.
- Apply AB methods to marketing assets (web, email and social) and manage bounce rates of same
- Maintain department distribution lists for quality control of reliable data
- Draft and distribute press releases
- Oversee operations of LM Lending Library
- Assist with LM events including onsite support
- Foster relationships with all LM business units and subsidiaries

Attributes

- Knowledgeable about digital KPIs and performance marketing channels (SMM, display, mobile app marketing, SEM, etc.)
- Excellent communication skills (written, verbal and visual) with a willingness to use them
- Prioritization, organization, and project management skills
- Creative and innovative

- Initiative
- Flexibility
- Contribute individually and as a team player
- Sound judgment and decision-making skills

Requirements

Bachelor's degree in marketing, public relations, communications or related field
1-3 years of marketing experience preferred, with a focus on social and email marketing
Active on social media with strong computer literacy

Apply

Email cover letter and resume to Julie D. Beavers, Director of Client Services, julie@lawyermutualinc.com.

About Lawyers Mutual Liability Insurance Company of North Carolina

Lawyers Mutual Liability Insurance Company was the first insurance company in the country formed by lawyers for lawyers. It is the largest legal professional liability insurance provider in North Carolina and the only company that has served the state bar continuously since 1977. For more information, call 800.662.8843, follow us on Twitter at @LawyersMutualINC, connect on our LinkedIn page, like us on Facebook or visit www.lawyersmutualinc.com.