

Job Description for Marketing Communications Coordinator

Lawyers Mutual Liability Insurance Company of NC | Client Services Department

Job Description

Lawyers Mutual (LM) is seeking an experienced Marketing Communications Coordinator to support and optimize communication efforts to enhance business growth. The coordinator will help create and maintain a favorable image of Lawyers Mutual by executing and monitoring communication strategies to engage clients and increase brand trust while maintaining positive relationships with media contacts. Working with both internal and external collaborators, this role involves creating marketing and public relations materials such as press stories, news, blogs, articles for publication, and newsletters relating to the company and its services. This role also involves tracking and reporting analytics on marketing campaigns. The position reports to the Director of Client Services.

Responsibilities

- Increase awareness and evolve a positive company image by developing/ executing effective communication programs, internally and externally
- Develop and maintain internal and external PR strategies
- Write press releases
- Maintain and understand industry trends that impact our clients
- Track, measure and report the effectiveness of press and blog placements
- Draft, edit and update promotional material and publications (brochures, blog, videos, website)
- Prepare and edit organizational materials, including newsletters and other publications for internal and external audiences
- Write articles on industry topics and produce publishable content for the company platforms
- Schedule meetings, create project timelines and assist with departmental projects and events
- Foster relationships with all LM business units and subsidiaries, and provide support as needed
- Assist with LM events including onsite support

The coordinator will oversee the development of publications such as the monthly newsletter, risk management Alerts, the weekly digest, risk management resource materials and annual report. The coordinator works with authors both inside and outside of the company. The coordinator reviews risk management materials for updates and revisions, proposes new material subject matter, and produces materials based on expertise and research.

The coordinator works with our claims attorneys to conduct research for the speaking engagement topics, prepare manuscripts and generate PowerPoint presentations.

The coordinator will work with vendors to manage the corporate marketing campaign. The coordinator is responsible for maintaining a publication calendar with advertising deadlines and for the delivery of ads to publications. The coordinator works with the graphic designer to provide current marketing materials to publications.

The coordinator manages the Client Services general email inbox to source inquiries, track department activity and correct bounce-backs.

An integral part of this position is managing content for our website and intranet. In this capacity, the coordinator will work with other departments to edit and upload content to the website and will work with the Digital Marketing Coordinator to ensure content is distributed to all communication platforms.

The coordinator completes special projects as assigned. Special projects, such as research and report generation, are often accomplished in collaboration with other departments.

Other responsibilities include maintaining department email distribution lists for quality control of reliable data and processing requests of the LM Lending Library.

Attributes

- Proven experience as a Public Relations/Communications Coordinator or similar role
- Demonstrated experience writing corporate press releases and other publications for internal and external audiences (proofreading, copy editing, relationship management for media contacts)
- Excellent communication skills (written, verbal and visual) with ability to think analytically
- Proficient in MS Office and Adobe Creative Suite; video/photo editing and back end website management a plus
- Outstanding organization skills (editorial/ad publications scheduling; annual report project)
- Ability to work well under pressure with deadline driven mindset
- Team player with personable demeanor
- Focused performance while adhering to deadlines
- Prioritization and problem-solving aptitude
- Sound judgment and decision-making skills
- Project management
- Creative and innovative
- Initiative
- Flexibility
- Contribute individually and as a team player

Requirements

Bachelor's degree in Marketing, Public Relations, Communications or related field. 3-5 years experience.

Apply

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