



## **Marketing Specialist (Contract)**

**Houser, Henry & Syron LLP** is a boutique law firm located in downtown Toronto specializing in business law. The firm has 20 professional and administrative staff and offers a truly unique work environment with a client-centric focus.

Reporting to the Business Manager, the Marketing Specialist is primarily responsible for the coordination of business development and marketing activities.

### **Responsibilities:**

- assists with the implementation of the firm's marketing strategies and programs
- plans and organizes client events
- maintains website content
- implements social media strategy including LinkedIn and twitter
- manages the development and circulation of a quarterly e-newsletter
- develops supporting marketing material
- monitors expenditures against the marketing budget
- provides coaching and advice on marketing strategies
- facilitates the development and implementation of individual marketing plans
- identifies media, speaking and publishing opportunities
- identifies professional membership and designation opportunities e.g. LSUC certified specialist
- identifies and tracks new business leads
- reports on firm initiatives in relation to industry benchmarks
- assists with the development of responses to RFP's and presentations to prospective clients
- coordinates client retention initiatives including the sending and compilation of client surveys

### **Qualifications:**

- marketing or business diploma
- 3-5 years' marketing experience in a law firm or professional services environment
- sophisticated interpersonal, communication, planning, organizational and administrative skills
- ability to manage multiple priorities
- proven proactive, results-oriented track record with a strong attention to detail
- proficiency using MS Office Suite – Outlook, Word, PowerPoint, Excel
- familiarity with database management, design and desktop publishing principles
- diplomatic, flexible, organized, and resourceful

Interested applicants are invited to submit their résumé  
in confidence to [jchaffay@houserhenry.com](mailto:jchaffay@houserhenry.com).

*Only candidates of interest will be contacted. No agencies please.*