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Position Title: Marketing Manager

Department: Administration

Time Commitment: Full-time, Non-Exempt

Annual: \$45k-55k (commensurate with experience)

Compensation: Complete Benefit Package, including but not limited to: Health, vision, dental and life Insurance, 401(k) plan, and paid time off (PTO)

Location: Asheville, NC with travel to Hendersonville, NC

Who We Are

Established in 1907, The Van Winkle Law Firm is the largest law firm headquartered in the beautiful mountains of Western North Carolina. With two office locations, we proudly serve individuals, families, and businesses throughout the Southeast. As a distinguished and respected firm, our attorneys and staff have become recognized for our ability to utilize the best practices and methods possible to meet our clients' needs. While we are passionate about providing sound legal counsel, we believe our responsibilities go beyond serving as legal representatives. We are interested in getting to know our clients and obtaining a thorough understanding of their unique needs and goals.

Our Values and Culture

Van Winkle, Buck, Wall, Starnes and Davis, P.A. is committed to advancing, cultivating, and preserving an organizational culture of diversity, equity, and inclusion. We strive to create a workplace where our employees, clients, and business partners can thrive. We are an Equal Opportunity Employer providing all employees and applicants with a workplace free from discrimination or harassment, and with equal employment opportunities without regard to race, color, religion, sex, sexual orientation, gender identity, pregnancy, age, national origin, disability, veteran status, genetic information, ethnicity, citizenship, or any other characteristic protected by federal, state, or local law. Unlawful discrimination, harassment, and retaliation will not be tolerated in any of the Firm's offices or any other work-related setting. Qualified individuals with a disability may request a reasonable accommodation in order to apply for a position or to enable them to perform the essential functions of a position for which they are otherwise qualified. If you need an accommodation or need to discuss your situation, please contact the Chief Operating Officer.

Our Ideal Applicant

Someone that has a thorough knowledge of law firm or professional services marketing with a strong aptitude for strategy and follow through. The ideal candidate will work great in a team and fast paced environment and will not be afraid to accept challenges. We are actively looking for a diverse applicant pool. LGBTQIA+ individuals, Black, Indigenous, people of color, parents, people with different abilities, veterans and folks who speak English as a second language are welcome to apply.

Primary Function

- Recommends, develops, implements, and monitors Firm, practice group, and individual attorney marketing initiatives.
- Maintains, vendor relationships, firm website, and public relations efforts.
- Maximizes firm participation in desired seminars, conferences, and sponsored community events. Manages client and referral relationship initiatives.

The following is intended to describe the general content of, and requirements for, the performance of this job. It is not to be construed as an exhaustive statement of essential functions, responsibilities, or requirements.

Responsibilities

- Work with the Marketing Committee to develop and execute Firm marketing strategy and marketing plan.
- Assist in the development annual marketing budget aligned with the marketing strategy and marketing plan, goals, and objectives.
- Regularly collaborate with attorneys to evaluate and expand business development/ marketing efforts including creating, tracking, and implementing individual marketing plans.
- Collaborate with attorneys and external vendors to draft, finalize, and produce marketing content and materials.
- Manage internet marketing initiatives including SEO / SEM efforts, website vendor relationships, Google AdWords campaigns, and the maintenance of website content.
- Manage advertising, communications, branding, sponsorships, social media and public relations efforts, events, and activities.
- Manage existing referral and client relationships and retention through events and communications.
- Stay updated on market and business trends related to the legal industry, target industries, and the community.
- Identify industry/ community/ civic involvement and recognition opportunities for the firm and individual attorneys.
- Work with individuals on drafting and submitting award and recognition nominations.
- Manage outside vendor relationships as necessary for marketing collateral, website, etc.
- Analyze conversion rates and monthly numbers associated with inbound calls, email inquiries and various other marketing campaigns.

Requirements

Specialized training and progressive law firm marketing experience from three to five years preferred. Knowledge of Windows-based word processing, content creation software, and spreadsheet applications, PC operations and associated peripheral equipment.

How to Apply

We offer an excellent benefits package and competitive salary commensurate with experience. All inquiries and applications will be kept in confidence. Please submit all application materials to careers@vwlawfirm.com.