

Marketing + Business Development Assistant

Alexander Holburn Beaudin + Lang LLP is a leading Vancouver-based Canadian firm dedicated to providing a full range of business, litigation, and dispute resolution services to clients throughout Canada and abroad. We proudly manage a large firm practice, while maintaining the close relationships and culture of a smaller firm.

We are currently recruiting for a highly organized, energetic and motivated individual for the role of Marketing + Business Development Assistant to join our team. This position reports directly to the Manager, Marketing + Business Development.

Responsibilities:

- Updating and maintaining the Client Relationship Management (CRM) database and mailing lists. This requires contact management by adding and updating contact information, ensuring accuracy, and strong attention to detail. Other duties include pulling specific data lists as required for internal and external use.
- Assisting in sending out external E-alerts, E-newsletters, invitations, and other firm communications through Constant Contact.
- Assisting in maintaining and updating content and imagery on the firm website to ensure all content is up-to-date including: drafting firm announcements, updating lawyer bios, and practice group profiles.
- Drafting and coordinating social media campaigns and posts related to firm initiatives and activities.
- Coordinating sponsorships which include: sending appropriate logo files, liaising with event coordinators, requesting cheques, sending sponsorship funds and tracking for budgeting purposes, and creating swag baskets.
- Organizing internal and external events, including: researching and developing event themes and creative ideas, liaising/coordinating with vendors and suppliers, creating invitations using Constant Contact using CRM mailing lists, set-up and take-down of events, and providing on-site coordination.
- Assisting in designing marketing collateral, brochures, invitations, special announcements, and other marketing materials using Adobe Suite.
- Scheduling photo shoots for the website and lawyer headshots, working with the photographer to direct shoots when necessary.
- Managing the firm's sporting tickets, swag collateral, and executing on client gift requests.
- Administrative and organizational tasks such as cheque requisitions, expense forms, invoicing, tracking marketing activities and updating spreadsheets.
- Providing general assistance support to the Marketing + Business Development team.

Qualifications:

- Post-secondary education in marketing, communications or a related field.
- 1-3 years of experience working in a fast-paced office.
- Highly organized and strong attention to detail.
- Experience maintaining a client database system.
- Excellent written and verbal communication skills.
- Understand and comply with privacy and anti-spam regulations, such as monitoring email returns and "unsubscribe" requests.
- Ability to troubleshoot and be a solution provider.
- A team player able to cooperate and contribute in a team of three, while having the ability to liaise and work alongside lawyers.
- Self-starter who can work independently and is motivated to complete tasks.
- Ability to multi-task and work well under pressure to meet deadlines.
- A strong sense for design and aesthetics, and brand standards maintenance.

Technical Skills:

- Proficient in MS Office applications (PowerPoint, Excel, Word, Outlook).
- Working knowledge of WordPress.
- Previous CRM experience.

Diversity + Inclusion

We value diversity and inclusion at our firm. We are committed to providing equal opportunities in employment and maintaining a workplace free from discrimination and harassment. This means that all job applicants, employees, and partners will receive equal treatment regardless of age, culture, ethnicity, gender, nationality, physical ability, race, religious belief, and sexual orientation.

Salary Range:

A competitive salary and benefits package are offered, along with a matching RRSP Program after 2 years of employment with the firm.

We would like to thank all applicants; however, only successful candidates will be contacted. Please submit resumes to hinfo@ahbl.ca.