Job Title: Marketing Project Manager
Department: Administration
Reports To: Executive Director
FLSA Status: Exempt
Location: Las Vegas, Nevada

Summary: Uses data analytics to assess information for the purpose of development, marketing, and communication/promotion of programs. Works with organization leaders and legal industry experts to identify needed services, develop partnership agreements. Implements marketing efforts to communicate new and existing programs to Nevada’s legal market. Liaises with department directors on crossover initiatives and employs coordinated messaging campaigns.

Essential Duties and Responsibilities include the following. Other duties may be assigned.

Distills datasets into actionable insights and recommendations that guide decisions and strategies.

Identifies products and services which support law firms and attorneys.

Works with associated vendors to gain favorable product pricing agreements.

Evaluates current benefit offerings, including usage rates, to determine effectiveness and makes recommendations to adjust or eliminate products.

Employs marketing analytics techniques to gather and analyze data (social media, web analytics, rankings, etc.) and adjusts communications strategies accordingly.

Designs and produces graphical content for external communications, including reports, fact sheets and other marketing materials.

Exerts judgment, discretion, and initiative to build upon existing social media platforms to improve engagement.

Works with department directors to promote available services and resources to attorneys and to the public.

Play an active role in the development and roll-out of strategic projects.

Competencies: To perform the job successfully, an individual should demonstrate the following competencies:

Intellectual curiosity and willingness to quickly learn relevant database applications and software, as well as industry-specific terminology and dynamics.

Strength in critical thinking, problem solving, and written and verbal communication.

Translates concepts and information into publications; uses feedback to modify designs; applies design principles; demonstrates attention to detail.

Identifies and resolves problems in a timely manner; develops alternative solutions.
Ability to manage multiple projects simultaneously and meet deadlines while consistently delivering accurate and high-quality work.

Develops project plans; coordinates projects; communicates changes and progress; completes projects on time and budget; manages project team activities.

Comfort in articulating complex information and analyses to a variety of audiences.

Demonstrated ability to work effectively in a team-oriented environment; balances team and individual responsibilities; gives and welcomes feedback.

Works within approved budget; conserves organizational resources.

Prioritizes and plans work activities; uses time efficiently; plans for additional resources; sets goals and objectives; develops realistic action plans.

Demonstrates accuracy and thoroughness; looks for ways to improve and promote quality; applies feedback to improve performance; monitors own work to ensure quality.

Manages competing demands; changes approach or method to best fit the situation; able to deal with frequent change, delays, or unexpected events.

Ability to uphold and demonstrate the highest level of integrity.

Qualifications: To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Education and/or Experience: Bachelor's degree from a four-year college or university; and four to six years related experience and/or training; or equivalent combination of education and experience.