**Marketing Communications Manager**

**Job description**

This position works collaboratively with the firm’s Marketing & Business Development Director, firm leadership, and the firms’ lawyers on key projects to ensure high-quality execution of communications initiatives including, but not limited to content and digital marketing, awards and directory submissions, social media, internal communications, and events. This individual will play a lead role in developing and implementing impactful, creative marketing communications programs to raise the profile of the firm and its lawyers regionally, nationally and in legal and business communities.

**Position Responsibilities:**

* Develops in-depth knowledge of the firm’s practice groups, including attorney and firm experience, trends, and clients.
* Drafts, edits, and proofreads a wide range of marketing collateral materials including online news content, practice descriptions, lawyer biographies, firm fact sheets, recruiting materials, etc.
* Drafts, edits, and updates submissions for awards and directory opportunities. Coordinates the compilation and timely submission of awards materials.
* Ensures that the marketing materials for each practice group are up to date, accurate and complete, including maintaining experience lists, descriptions, and other collateral.
* Follows editorial and brand guidelines to ensure style is consistent throughout marketing collateral, both in print and online.
* Supports firm in identifying and pursuing writing opportunities. May help with ghostwriting and editing published articles to support business development objectives.
* Promotes firm and sponsored events by drafting or editing web posts, invitations, speaking proposals and program content including bios, firm descriptions, and ads.
* Maintains web-based database, updates case descriptions for use in pitch materials and on firm website. Supports matters database research.
* Assists with special projects, for example intranet, website, or video design and execution projects.
* Supports Marketing & Business Development Director on media relations initiatives in conjunction with the firm’s external PR agency.
* While the above essential tasks are expected to consume the majority of working time, other duties related to the development and implementation of marketing and communications programs will be assigned as needed.

**Required Skills and Experience:**

* BS or BA degree required, focus on journalism, communications, marketing, legal, or a related field, are a plus.
* The ideal candidate will have at least 5 years of experience working in a communications role at a law firm or similar professional services firm, or as a consultant that serves the legal industry.
* Knowledge of litigation and federal courts are required. The firm does not have M&A, Tax, Real Estate, or other corporate practices.
* The position is a hybrid role, working from our San Francisco office three days per week, and working from home two days per week.
* Capable of keeping confidential all information, observations, or viewpoints regarding firm business matters.

**Required Soft Skills:**

* Ability to multitask competently and pay close attention to details.
* Ability to take ownership and work independently as needed.
* Ability to accept direction and constructive feedback.
* A team player with solid interpersonal, communication and writing skills.
* Creative and solutions-driven, with strong client service skills.

**About Keker, Van Nest & Peters**

For more than 40 years, Keker, Van Nest & Peters has litigated complex, high-stakes civil and criminal cases throughout the nation. We take cases where companies, products, and careers are riding on the result. Our clients are high-profile individuals, as well as some of the world’s most successful companies, including Comcast, Genentech, Google, Lyft, Major League Baseball, Meta, Netflix, and Qualcomm. Recently we have been named as *The Recorder’s* Tech Litigation Department of the Year and *The American Lawyer’s* Litigation Boutique of the Year, among many additional prestigious recognitions. The firm not only prides itself in its record of success at trial, but in the office culture it maintains.

Our firm’s hybrid work policy includes 3 days in-office work and 2 days remote work weekly. Our office, in the historic Jackson Square district of San Francisco, features brick and timber architecture, an eclectic modern art collection, and an open-door policy. The office environment is fast-paced, dynamic, and informal. Enjoy the camaraderie of a smaller firm that values each team member’s contributions. Salaries and benefits are competitive with the legal market. If this sounds like a good fit, we are excited to hear from you. Please email your cover letter and resume to Jeanne Freed, Human Resources Manager, staff[recruiting@keker.com](mailto:recruiting@keker.com).

The salary range for this California based role is $120,000 to $160,000 and represents the firm’s good faith and reasonable estimate of the range of possible compensation at the time of posting. Actual compensation will depend on a number of factors, including but not limited to, the candidate’s years of experience, qualifications, and skill set.

*Keker Van Nest & Peters LLP provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression,**reproductive health decision-making or any other characteristic protected by federal, state, or local laws.  This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation, and training.*