**Digital Marketing Technologist**

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| Reports to: | Director of Marketing & Business Development | FLSA Status: | Non-Exempt |
| Location: | San Francisco, CA | Updated: | 05/13/25 |

**Keker, Van Nest & Peters LLP** is seeking a Digital Marketing Technologist to support and enhance the firm’s digital presence. This role works collaboratively with the Marketing & Business Development Department and attorneys across the firm to execute high-impact marketing initiatives that elevate the firm's online visibility, strengthen its brand, and drive engagement through content strategy, SEO, and analytics.

This position plays a critical role in managing all aspects of the firm’s website, intranet, and social media efforts, including content creation and optimization, SEO, digital advertising, and performance reporting. It's an exciting opportunity for someone eager to make a meaningful impact as part of a growing team that is designing competitive strategies at the intersection of law, marketing, and technology.

**Key Responsibilities:**

* Track activity and document successes of all relevant business development projects and marketing initiatives.
* Develop and execute digital content strategies that support business goals, incorporate competitor insights, and enhance the firm's brand.
* Create, post, edit, and maintain KVP’s website and intranet, ensuring content is current, accurate, and aligned with branding standards.
* Proactively manage and update online content—including attorney bios, service, and industry pages—ensuring alignment with SEO best practices (e.g., keywords, meta descriptions, tagging) and internal guidelines.
* Enter new litigation matters into web-based database, update descriptions for use in pitch materials and on firm website. Support matters database research.
* Create digital graphics aligned with branding standards for use in advertising and email marketing campaigns using Canva or similar tools.
* Conduct keyword research to inform SEO and content strategy, including the use of AI-assisted tools where applicable.
* Leverage Google Analytics and similar tools to monitor site traffic, bounce rates, and engagement metrics; deliver actionable insights to marketing and business development teams.
* Recommend and implement new features and functionalities to enhance the website’s effectiveness and user experience.
* Assist with special projects, for example firm videos, intranet or website design and execution projects.
* Post media coverage and thought leadership content to the firm’s website and distribute insights through email alerts.
* Track and analyze digital campaign and website performance data, ensuring continuous improvement and strategic alignment.
* Work with attorneys and secretaries in maintaining firm contacts lists. Explore and evaluate CRM systems for a future CRM project.
* While the above essential tasks are expected to consume the majority of working time, other duties related to the development and implementation of marketing programs will be assigned as needed.

**Required Skills and Experience:**

* BS or BA degree required; focus on business, marketing, communications, legal, journalism, or a related field is a plus.
* The ideal candidate will have 3-to-5 years of experience working in a marketing technology client role at a law firm or similar professional services firm.
* Adept at using Microsoft Suite – Word, PowerPoint, Excel. And open to training on firm-specific programs: Canva, InfoDash, WordPress, ConstantContact, LexMachina, iManage, etc.
* Highly responsible and 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, problem-solve, 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.

**Work Environment:**

* Full-time, with occasional overtime as business needs require.
* Occasional travel or evening availability for firm events or project deadlines as required.
* The position is a hybrid role, working from our San Francisco office a minimum of three days per week, and working from home two days per week.

**Compensation and Classification:**

* Salary Range: $115,000 – $125,000 (dependent on experience and qualifications).
* Exempt Status: This position is non-exempt.

**About Keker, Van Nest & Peters**

For more than 40 years, Keker, Van Nest & Peters LLP 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 Dexcom, Google, Genentech, Lyft, Meta, Netflix, OpenAI, 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 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. We offer competitive compensation and comprehensive benefits, including medical/dental/vision/life/and AD&D insurance, 401(k) savings plan, back-up childcare and eldercare, generous paid time off (PTO), as well as opportunities for professional development and growth. If this sounds like a good fit, we are excited to hear from you.

Keker, Van Nest & Peters LLP is committed to providing all of its employees equal opportunity in any and all employment without regard to race, creed, religion, color, national origin, ancestry, sex, age, marital status, medical condition, disability, or sexual orientation as required by law.