

Pallett Valo LLP is the largest and one of the most respected law firms in Peel Region. We are a full service law firm providing businesses with legal services in Business Law, Commercial Litigation, Commercial Real Estate, Construction, Insolvency & Corporate Restructuring, Employment & Labour and Wills, Estates & Trusts. The strength and talent of our people allow us to provide outstanding service to our clients. At Pallett Valo establishing a solid relationship built on trust with our employees, customers and the community is at the forefront. Our values of Excellence, Integrity and Respect are woven into the fabric of who we want to be as an organization to our employees and in how we service our clients.

Digital Marketing Specialist

Primary Functions

Assists the COO and Marketing Manager to coordinate the firm's digital marketing initiatives. Assist in the development, implementation, tracking and optimization of our digital marketing campaigns on-line, and initiatives across all digital channels. Conduct research to discover ways of reaching customers by way of the internet.

Job Duties

- Assist in the planning and execution of all web SEO/SEM, marketing database, email, social media and display advertising campaigns
- Manage social media and other online marketing activities
- Measure and report performance of all digital marketing campaigns, and assess against goals (ROI and KPI's)
- Assist lawyers with optimizing LinkedIn profiles for branding and marketing initiatives
- Develop and execute advertising plans, concepts and copy in digital media
- Liaise with external providers of digital marketing services
- Plan and execute digital mailings including newsletters, surveys, invitations and email campaigns through Constant Contact
- Responsible for updating the company website - ensures website is accurate and reflective of the firm's current status and the need for AODA compliance
- Manages all aspects of CASL with respect to marketing mailings – ensuring firm is in compliance with the legislation. Oversee annual compliance audit.
- Primary liaison with Google, Wikipedia and other third party digital properties that require development or updating
- Responsible to be up-to-date with the latest trends and best practice in digital marketing and measurement
- Manages and maintains the company's digital library
- Own and maintain site analytics, metrics and campaign reporting
- Assists Marketing Specialist with various marketing related events by creating digital versions of brochures, package, giveaways, etc.
- Complete database projects as required by working closely with the Marketing Specialist.
- Actively participates as an important member of the marketing component of the Disaster Recovery initiative
- Assist with preparation of annual marketing projects such as Holiday cards, Blues Party, Business Law Summit, etc.
- Other duties as assigned

Education:

- Digital marketing designation course or equivalent
- Outstanding writing, editing, and communications skills, strong attention to detail, strong organization skills and ability to multi-task and prioritize

Experience:

- 1-3 years digital marketing experience
- Possess a marketing background in professional services, preferably a law firm
- Experience in optimizing landing pages and user funnels
- Solid knowledge of website analytics tools
- Working knowledge of HTML, CSS and JavaScript development and constraints
- Strong analytic and data-driven thinking

Special Requirements:

- Flexible work schedule and ability to attend functions outside regular office hours

Technical Competencies:

- Deep understanding of digital marketing and digital production
- Demonstrable hands-on digital marketing experience with knowledge of WordPress, LinkedIn, social media and blogging
- Proven experience delivering effective and innovative digital campaigns
- Proven experience delivering a variety of digital assets, including rich media online ads, micro sites, social media applications
- Experience managing social media campaigns, and a solid understanding of social marketing
- Solid understanding of web metrics, digital analytics, with the ability to generate, analyze and interpret data
- Proficient with Adobe Photoshop, Illustrator, InDesign, Framemaker, DreamWeaver, HTML, CSS, Constant Contact

If you are interested in the opportunity to join a successful, dynamic and growing organization, please forward your resume to:

Attention: Gerry Holmes

gholmes@pallettvalo.com

Pallett Valo LLP
77 City Centre Drive Suite 300
Mississauga, ON L5B 1M5

We thank all applicants for their interest, due to the high volume of applicants we receive, we are unable to respond to queries individually and only those selected for an interview will be contacted. No agencies please.

Pallett Valo LLP is an equal opportunity employer. Should you require any accommodation during the application process, please let us know.