

Digital Marketing Specialist (14 Month Maternity Leave Contract)

77 City Centre Drive, West Tower, Suite 300, Mississauga, Ontario L5B 1M5 • 1.800.323.3781 • www.pallettvalo.com

Primary Function:

Reporting to the COO and Marketing Manager, the Digital Marketing Specialist will be responsible for coordinating the firm's digital marketing initiatives. They will also assist in the development, implementation, tracking and optimization of our digital marketing campaigns on-line, and initiatives across all digital channels.

This is a 14 month maternity leave contract position, with a 40 hour work week. The ideal candidate will be driven, eager to learn and grow while taking initiative to produce quality work with pride.

Job Duties and Responsibilities:

- Responsible for updating current content and adding content to the company website (news items, newsletters, firm blogs, lawyer bios, seminars & events etc.)
- Ensuring website is accurate and reflective of the firm's current status and the need for AODA compliance
- Assist in the execution of all web SEO using the Yoast SEO plugin on WordPress.org
- Responsible for keeping the digital marketing lists up to date with subscriptions and recording CASL consent as well as managing all unsubscribes using Constant Contact and ProLaw as the two main list management servers
- Manage social media and other online marketing activities
- Assist lawyers with their LinkedIn profiles when required
- Plan and execute digital mailings including our Thinking Legal publication, surveys, invitations and email campaigns through Constant Contact
- Manages all aspects of CASL and GDPR with respect to marketing mailings – ensuring firm is in compliance with the legislation
- Up-to-date with the best practice in digital marketing and measurement
- Own and maintain site analytics, metrics and campaign reporting
- Work closely with all external consultants and suppliers on digital initiatives
- Assist and support HR with postings on website, social media and third party websites regarding recruitment and new lawyer announcements
- Maintain the firm's digital image library
- Responsible for digital components for events and seminars (Business Law Summit Series, PV Women's Network etc.) including the creation of digital invitations and RSVP monitoring using Constant Contact and Eventbrite
- Assists Marketing Specialist with various marketing related events by creating digital versions of brochures, packages, giveaways, etc.
- Actively participates as an important member of the marketing team in the Disaster Recovery initiative and responsible for emergency alerts for the website
- Assist with preparation of annual marketing projects such as Holiday cards, Blues Party, etc.
- Other duties as assigned.

Technical Competencies:

- Understanding of digital marketing and digital production
- Experience managing websites on a WordPress platform
- Experience managing social media campaigns, and a solid understanding of social marketing
- Understanding of web metrics and digital analytics
- Proficient or working knowledge of Adobe Photoshop, Canva, WordPress, Eventbrite, Constant Contact and social media management platforms such as Hootsuite

Education and Experience:

- 2-3 years' experience working in a professional services environment (accounting, law etc.) a distinct advantage
- 1-2 years digital marketing work experience
- Experience in optimizing web pages
- Solid knowledge of website analytics tools
- Strong analytical and data-driven thinking
- Digital marketing designation course or equivalent
- Outstanding writing, editing and communication skills, strong attention to detail, strong organizational skills and ability to multi-task and prioritize.

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

Attention:

Gerry Holmes
Office/Human Resources Manager
gholmes@pallettvalo.com

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 is committed to creating an inclusive and welcoming workplace for all individuals. Should you require any accommodation during the application, interview or onboarding processes, please contact Human Resources. Pallett Valo LLP will consult with the person making the request in determining the best accommodation, accessible format or communication support that can be provided.

We believe in equal opportunity and we are committed to meeting the needs of all individuals including individuals with disabilities, by preventing and removing barriers to accessibility and meeting accessibility requirements under the Accessibility for Ontarians with Disabilities Act.

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.