

Marketing Manager

Kramon & Graham, P.A. seeks a marketing professional to support business development and growth at the firm.

Marketing Manager Job Description:

Consistently recognized as one of Maryland's leading law firms, Kramon & Graham provides litigation, real estate, and transactional services to clients both locally and across the country. The firm's practices include commercial litigation, white-collar and criminal defense, class actions, government contracts, professional liability defense, personal injury and wrongful death claims, state and federal appeals, asset recovery, real estate, transactions, and insurance coverage. A strong sense of community service is at the heart of the firm's culture. Kramon & Graham is committed to enhancing the community's economic vitality and cultural vibrancy and to enriching the quality of life for all who live and work here.

Kramon & Graham is recruiting a full-time marketing professional with the opportunity to own initiatives and serve as a proactive accountability partner. The position reports to the Managing Principal and Executive Committee.

This energetic individual will support all of the firm's marketing and business development initiatives, including opportunity spotting and pipeline generation, client feedback, awards and nominations, digital communications and social media, PR, and events, in collaboration with attorneys and peer professionals across the firm. This is a growth opportunity for a professional who is excited to take initiative and make an impact in a business setting and in the greater Baltimore City and Maryland communities.

The ideal candidate:

- A dynamic and proactive professional
- A strong collaborator
- Autonomous performer
- Able to prioritize and handle the pressure of a law firm environment while maintaining attention to detail
- A strong business writer and proofreader who is able to weave storytelling into marketing collateral
- Strong interpersonal and communication skills
- Proficient with Microsoft Office suite; adept with software applications, generally

- An empathetic listener
- Looking to grow and advance in their career

What the candidate will do day-to-day:

Strategy & Business Planning:

- Play a crucial role in creating and executing firm business development plans and marketing campaigns
- Support the firm's robust referral networks
- Work to provide support across practice areas to drive new business from both existing and prospective clients
- Analyze and track key clients, targets, and BD plans and drive the development of existing client relationships
- Monitor competitive activity, client and company activity, draw conclusions, assess implications, and present findings to lawyers

Content Creation & Communication:

- Draft and create pitches, proposals, RFP responses, ranking and award submissions
- Client alerts and communications – conceiving, drafting, proofing, and distribution
- Develop and maintain key messages, marketing materials, standard slides, credentials, and pitch materials
- Manage firm website and social media platforms

Event Planning & Management:

- Serve as point of contact for conferences, sponsorships, and seminars; coordinate with lawyers and others to provide required materials
- Ensure the firm is appropriately represented at local events, whether sporting, social, charitable, etc.
- Oversee and organize law school recruiting events and receptions

Qualifications:

Bachelor's degree along with a minimum of 5-7+ years professional work experience in marketing or business development (preferably in the legal industry)

Familiarity with litigation legal services is a plus

Kramon & Graham 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, or any other characteristic protected by federal, state or local laws.