



POSITION TITLE	Communications Specialist
DEPARTMENT	Marketing
STATUS	Exempt, Full-Time
REPORTS TO	Director of Creative and Public Relations
DATE	May 2018

POSITION SUMMARY

Stinson Leonard Street LLP seeks an experienced Communications Specialist to join the firm's Minneapolis, MN office. The Communications Specialist is a key contributor to a broad range of firm communication initiatives. The position is responsible for developing a wide variety of content, print and digital, and for managing media relationships in and distribution lists for 16 cities.

Though the position requires regular contact and project prioritization with both internal and external partners as well as self-initiated media relations, there are no supervisory responsibilities associated with this position.

EDUCATION AND EXPERIENCE

- Bachelor's degree in marketing communications, journalism, public relations, writing or related field.
- Minimum of five years of writing experience in journalism, marketing, public relations or internal communications.
- Experience writing for or about professional services.
- Experience developing content calendars, creating content (ads and directory listings to news releases and executive communications), managing social media content/channels and cultivating media relationships.

POSITION COMPETENCIES

- Strong verbal and written communication skills.
- Self-motivated with excellent organizational skills and attention to detail.
- Highly professional with a strong customer service orientation, commitment to meeting deadlines, and ability to manage competing priorities in a fast-paced and dynamic environment.
- Strong professional, independent thinking skills with strength in problem solving and the ability to offer constructive opinions and creative solutions.
- A team player who motivates and educates other team members.
- Regular and predictable attendance is an essential function of the position.

POSITION RESPONSIBILITIES

RESPONSIBILITY	DESCRIPTION	TIME SPENT
Public Relations, Marketing, Business Development	<ul style="list-style-type: none"> • Create PR materials, including news releases, media pitches, deal and case announcements, awards and nominations, directory listings, etc. • Implement effective PR and social media campaigns that 	60%

	<ul style="list-style-type: none"> support business development goals. • Develop print and digital content for marketing collateral, attorney biographies, practice descriptions, website content/updates and a variety of other projects. • Manage social media content, including LinkedIn updates, Twitter and Facebook posts, etc. • Implement and stay current on communication trends and research new messaging platforms • Provide support to firm responses for proposal as needed. 	
Media and Media Relations	<ul style="list-style-type: none"> • Create and manage media distribution lists for 16 cities, developing targeted lists as needed. • Develop and maintain relationships with key reporters at business, legal, industry-specific and general interest publications. • Coach/prepare attorneys for media interviews. • Identify media opportunities and develop targeted pitch materials • Monitor and report on media coverage. • Manage byline article requests and placements. 	15%
Internal Communications	<ul style="list-style-type: none"> • Prepare internal communications, including Intranet postings and leadership communications. 	10%
General and Administrative	<ul style="list-style-type: none"> • Develop editorial calendar and manage deadlines. • Monitor compliance with the firm's media policy. • Some travel may be required. • Perform other duties as assigned. 	15%

Applicants with a disability that are in need of an accommodation to complete the Stinson Leonard Street application process should contact Human Resources at 612.335.7140 or email HumanResources@stinson.com.

Stinson Leonard Street is an equal opportunity employer. We encourage qualified minority, female, veteran, disabled and other diverse candidates to apply and be considered for open positions. We offer a competitive compensation and benefits package.