JOB DESCRIPTION

Position Title: Marketing Coordinator
Department: Marketing and Business Development
Status: Non-Exempt, Full-Time
Reports To: Director of Marketing Communications
Date: August 2018

Position Summary
Stinson Leonard Street LLP is seeking an experienced Marketing Coordinator to join the firm’s Kansas City, MO or Minneapolis, MN offices. The Marketing Coordinator works closely with the Director of Marketing Communications, under general supervision and according to established policies and procedures, to support marketing and business development projects. Incumbent is also responsible for general administrative activities associated with supporting the marketing team.

There are no supervisory responsibilities associated with this position.

Education and Experience
- Bachelor’s degree in marketing/business or communications degree required, or equivalent experience.
- Must have 1-3 years of marketing experience; professional services marketing experience a plus.
- Proficiency in the following software preferred: Word, PowerPoint, Adobe Creative Suite, email marketing and web content management systems.

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 multitask 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

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<th>Responsibility</th>
<th>Description</th>
<th>Time Spent</th>
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| Marketing Support  | • Supports the development of marketing collateral, such as practice group descriptions, attorney bios, event materials and other ancillary items.  
                  |   • Proofreads and edits marketing materials.  
                  |   • Tracks, develops and inputs matter descriptions to experience database  | 30%        |
• Provides administrative support as it relates to major projects (reporting, follow-up, scheduling, etc).
• Creates and updates team SmartSheets used to manage projects and tasks.
• Assists with data steward work related to InterAction (CRM system).
• Assists with managing mailing list databases in InterAction and mailing lists for practice areas and events.

Digital Communications

• Assists with production and distribution of marketing materials using Vuture, including, but not limited to alerts, Insights, event invitations, news releases, holiday cards, lateral hire announcements, partner promotions, firm announcements and client successes.
• Ensures digital communications are consistent with the firm's overall brand standards.

Website Content

• Key contributor to the daily management of the firm's website, including content revisions and additions.

Event Support

• Collaborates with the events specialist on the support and management of firm hosted and firm sponsored events directly tied to the marketing and business development activities of the firm.
• Utilizes InterAction to develop and review invitation lists, ensures invitations are received by appropriate invitees and tracks RSVPs and follow up activities.
• Assists in compiling and editing event presentation materials, including PowerPoints.
• Develops materials for industry/trade associations where firm is sponsor or exhibitor.
• Attends and provides on-site support during events to manage registration and other on-site logistics.
• Posts and updates internal and external event web pages.
• Organizes and maintains files and documents related to events.

Internal Communications

• Updates and maintains information pertaining to the Marketing and Business Development team on SLS Connect.

Other

• Limited travel may be required between offices to attend meetings and assist with events.
• Completes other assignments and projects as needed.

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.