



TerraLex Position Description/Job Posting

Job Title: Marketing Director
Business Area: Marketing and Branding

About TerraLex:

TerraLex is one of the world's leading global networks of business law firms. Formed over 32 years ago, our network consists of leading law firms covering more than 200 jurisdictions.

TerraLex member firms and their clients benefit by having access to and collaborating with high-quality, full-service law firms in most jurisdictions around the world. Law firms join TerraLex in order to have a global tool for seeking out new business opportunities and so that they have access to trusted, high quality legal services wherever their clients' needs may arise.

Reports To:

The Marketing Director is a salaried, full-time position. The position reports to TerraLex's CEO. Our preference is for someone located in South Florida since TerraLex's headquarters are in Miami Lakes, Florida, however we might consider a remote candidate. TerraLex employees in South Florida work remotely part of each week. Candidates must possess relevant work experience and strong skills.

Position Objectives:

Marketing & Communications

Develop TerraLex's marketing strategy in collaboration with the network's leadership and supervise the implementation of all marketing activities.

Marketing and Planning

- Develop annual and long-term marketing plans consistent with TerraLex's strategic plan and direction.
- Develop annual and long-term communications and media relations plans that advance and support the marketing plans.
- Oversee the development of marketing collateral materials.

Brand Building

- Develop and implement strategies to increase TerraLex's favorable name recognition among prospective members, clients, and prospective clients, including in-house counsel, and help position TerraLex membership in the minds of the client community as a credible alternative to multi-jurisdictional law firms.

- Oversee search engine strategies, media placements, and/or other internet or communications strategies to increase the potential for unsolicited third-party referrals to TerraLex Members.
- Develop strategic online advertising campaigns promoting TerraLex's programs, thought leadership, and members.
- Manage and leverage TerraLex's partnership with Lexology.

Communications

- Continually improve TerraLex website content to increase its value to and ease of use by members, clients, and prospective clients (including in-house counsel).
- Oversee the development of promotional materials and messaging campaigns for Global, Regional, and other meetings hosted by TerraLex.
- Edit, innovate, and publish educational materials such as a weekly newsletter, quarterly update, and annual report.
- Oversee TerraLex's social media channels and enhance the network's social media presence.

Member Engagement

- Develop a positive and productive working relationship with TerraLex Marketing Professionals (marketing, sales, and communications professionals employed by members) that advances and supports TerraLex's marketing and business development plans.
 - Organize regular webinars, publications, educational programs, and social events.
- Plan and oversee implementation of internal marketing activities to foster member engagement and affiliation.

Business Development

- Focus on member firm internal engagement, participation, and stakeholders. This is in close collaboration with the Business Development Directors, whose primary focus is on member to member and member to client engagement as well as client development and sales.
- Work with member firms to identify where TerraLex fits within their global and growth strategies, followed by developing and implementing action plans for improvement.
- Create and continually enhance a suite of sales materials for use in internal and external selling.
- Develop an audit program to ensure that each member's presentation of TerraLex – to clients and to their internal audiences – is regularly updated, effective, and complete.
- Oversee the development of a continually updated competitor analysis to assess, relative to our competitors, what are our strengths, weaknesses, opportunities, and threats.
- Working with the Director of Engagement and the CEO, develop and implement marketing strategies for emerging and high priority areas. Recent examples include ESG and Crypto.

Core Competencies

TerraLex Specific Competencies

Client Service

- Maintain an exceptional client service attitude and demeanor.
- Take ownership; get the job done without the need for prodding or supervision.
- Respect the time constraints faced by members and other staff.
- Demonstrate a positive attitude and remain approachable.
- Maintain a “can-do” attitude when dealing with members, clients, vendors, and other staff.
- Treat everyone fairly.

General Conduct

- Remain flexible and willing to pitch in wherever needed to accomplish the short and long-term goals of the office and the network generally.
- Possess a strong understanding of the operations of TerraLex, the operations of a law firm, and the constraints faced by members (e.g., time, compensation, infrastructure, culture, etc.)
- Adapt well to fluctuations in workload and changes in responsibilities.
- Understand and comply with the company’s policies and procedures.
- Manage conflict before it gets out of control.
- Embrace change.
- Engender respect by being viewed as a credible resource.

Communications Skills

- Present written communications that are concise and accurate.
- Exhibit confident and precise verbal communication skills.
- Effectively communicate responsibilities and deadlines.
- Keep appropriate people informed of the status of projects, work and deadlines.
- Answer questions clearly and thoroughly.

Project Management Skills

- Plan projects before beginning to determine scope, costs, resources needed and time frames.
- Communicate project plans and constraints to all involved.
- Openly and proactively share information across the team.
- Productively partner with others to ensure the work is handled in the most efficient and cost-effective way.
- Document project plans, results, and successes.
- Capture knowledge management, lessons learned and reusable tools.

Job Specific Competencies

- Demonstrated success with marketing and branding roles, preferably in the legal industry.
- Skilled user of databases, websites, PowerPoint, and graphic design systems.
- Knowledge of video and audio production technologies helpful (e.g., Canva, Vimeo, etc.)

- Excellent writer and communicator (written and verbal). Samples will be required.
- Able to manage multiple projects simultaneously.
- Strong understanding of and adherence to ethical business practices.
- Able to represent TerraLex in a professional manner.
- Able to develop and maintain effective working relationships with individuals from diverse ethnic and cultural backgrounds.
- Highly organized and efficient.
- Able to travel internationally.

To Apply:

Send resume and cover letter by email to:

Terri Pepper, CEO

TerraLex

tpepper@terralex.org