



TerraLex Position Description

Job Title: Marketing & Business Development Assistant
Business Area: Marketing, communications, digital marketing, and business development

About TerraLex:

TerraLex is one of the world's leading global networks of business law firms. Formed 33 years ago, our network consists of leading law firms in 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 will join TerraLex 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 & Business Development Assistant (MBDA) is a salaried, full-time position. The position reports to the Director of Marketing and the CEO and works closely with the Business Development Directors. This position is available in South Florida, near our Miami Lakes, Florida office. The position is a hybrid role, with most work done from home and weekly days at the office. Candidates must possess relevant work experience and strong skills with a strong preference for prior law firm marketing experience.

Position Objectives:

The MBDA coordinates communications directed at TerraLex members, potential members, and the client community. The objective is to provide consistent and informative communications and to help build TerraLex's brand. The MBDA also provides support to the business development function, such as database management, proposal assistance, and referral assistance.

Example Duties and Responsibilities

- Act as community manager of the TerraLex social media accounts (LinkedIn and X).
- Use marketing technology systems to ensure campaigns can be run effectively and efficiently (Informz – training to be provided).
- Provide support with graphic design and basic audio/video editing.
- Audit member co-branding initiatives and their compliance with TerraLex's brand standards.
- Assist in promoting webinars and member/client events.
- Draft submissions for awards and rankings appropriate for the network.
- Provide general marketing support for global conferences.
- Collect and present data to support branding and member marketing initiatives.

- Input and manage data in TerraLex’s business development tracker, including referrals and proposals; prepare data reports.
- Assist with proposals and pitches, such as with replying to requests for information, gathering relevant data responses from members, and other duties as determined by a Business Development Director.
- Prepare Member Engagement Reports to support the work of the Business Development Directors.

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

- Skilled user of databases, websites, social media, 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).
- 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.
- Prior business development support experience, preferably in the legal industry is preferred.

To Apply:

Send a resume/CV and cover letter:

Terri Pepper, CEO

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