

Specialist, Digital Marketing (available in any BLG office)

September 13, 2021

Borden Ladner Gervais LLP (BLG), a leading, innovative and client-focused law firm in Canada, is seeking a **Specialist, Digital Marketing**. This role can be located in any BLG office. Flexibility in hours will be required to ensure coverage across multiple time zones.

Purpose of the Role

The **Specialist, Digital Marketing** will be expected to support the digital marketing team at a National level and will also provide administrative support to the Marketing and Communications team to ensure the seamless execution and follow-up of activities.

Key Responsibilities

The key responsibilities of this role are:

Website Updates (70%)

- Works with the Senior Specialist, Digital Marketing to webmaster blg.com and complete website change requests and additions in a timely manner.
- Addition of new content on blg.com (Publications, New Releases, Expertise Pages, etc.)
- Help coordinate the production of alerts, bulletins and newsletters
- Regional web support (Lawyer profiles, embedded videos, etc.)
- Continuous website improvement as per best practices and web standards with a familiarity of UX
- Intranet posting and support
- Work with BD Business Services functions website collateral
- Train and assist regional BD coordinators (Lawyer profile updates, Firm guidelines and Web standards, etc.)
- Student recruitment site support

SEO (10%)

- Actively works to strengthen BLG's website presence applying best practices for SEO, including technical, on-page and backlinking techniques.
- Using industry standard SEO tools, clean up broken links, misspellings, and other tactics for continuous improvement.

Web Analytics (10%)

- Contribute to analysis for monthly reporting of online metrics
- Assist with management the BLG web analytics dashboards, make enhancements as business needs change for the firm
- Extraction and manipulation of website analytics
- Assist the digital marketing team in discovery and roll out of new digital initiatives for the firm

Social Media (10%)

- Social Media posting and contribute to ongoing strategy
- Basic Photoshop image manipulation
- Provide administrative and research support to Digital Marketing Leadership
- Other marketing and communications projects as assigned

Key Competencies

- University degree in Communication, Marketing or a relevant field
- Experience working in a business development/marketing & communications department of a law firm or in a professional services environment would be an asset
- 5+ years business development/marketing & communications experience
- Self-starter and proven ability to work with minimal supervision and able to set goals priorities
- A team player with excellent interpersonal skills who shares best practices and leverages knowledge
- Proven ability to think critically and turn data into actionable information
- Strong capabilities using HTML, Sitecore, CSS, JQuery, SharePoint, Photoshop and Microsoft suite products including Word, Excel and PowerPoint.
- Has a strong working knowledge with digital marketing activities such as social media management and strategy, best practices with SEO, and online data measurement and analysis.
- Has experience working with industry-standard digital marketing tools such as Google Analytics, Google Data Studio, SEMRush or AHREFs, and Hootsuite.
- Knowledge of emerging trends and technologies and ability to share with the digital marketing team
- Superior written and proof reading skills with attention to detail
- Bilingual proficiencies
- Excellent organizational and time management skills
- Availability to work overtime

How to Apply

We thank all applicants for their interest in this position, however, only applicants selected for an interview will be contacted.

Everyone at BLG is required to carry out the duties of their role while upholding the important principles of our respectful workplace policies, and treating everyone with respect, regardless of position. At BLG, valuing diversity and inclusion is key to a respectful workplace.

BLG is committed to building and fostering a workplace that is reflective of our **communities, where all firm members feel included, valued, and heard.** We welcome applications from all qualified candidates but acknowledge the systemic and structural barriers that have, historically, marginalized and barred certain groups from accessing employment opportunities. As part of our commitment to removing barriers to employment, we strongly encourage applications from members of these historically marginalized groups including, but not limited to, Indigenous peoples, racialized individuals, members of the LGBTQ+ community, people with disabilities and women. Accommodations are available, upon request, in all aspects of the recruitment process.

* Please note that relatives of current BLG employees and partners are not eligible for consideration.

BLG | Canada's Law Firm

As the largest, truly full-service Canadian law firm, Borden Ladner Gervais LLP (BLG) delivers practical legal advice for domestic and international clients across more practices and industries than any Canadian firm. With over 725 lawyers, intellectual property agents and other professionals, BLG serves the legal needs of businesses and institutions across Canada and beyond – from M&A and capital markets, to disputes, financing, and trademark & patent registration.

blg.com

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