Content Manager

Marketing Department

Summary:

The Content Manager is a key member of the firm's Marketing Department, leading strategic content campaigns that strengthen the firm's visibility, client engagement, and business development efforts.

Apply

Qualifications:

- Bachelor's degree in marketing, communications/journalism, or related field.
- Five to seven years of experience in content, corporate journalism, or marketing communications role within a law firm, professional services firm, or agency.
- Knowledge of marketing technology platforms and tools, including CRM, content management, and measurement.
- Strong data and analytical mindset and an ability to set, measure, and report on key performance indicators.
- Excellent writing and communication skills.
- Strong project management, multitasking, and prioritization skills and ability to meet deadlines.
- Ability to work independently and with a highly collaborative team, high attention to detail, and sound judgment are a must.

Duties and Responsibilities:

- Develop and manage integrated content campaigns that support the firm's business development, reputation, and client-engagement priorities.
- Partner with senior lawyers and Marketing and Business Development colleagues to define campaign objectives (including brand awareness and lead generation), priority audiences, key messages, calls to action, distribution strategies, and measures of success.
- Write, edit, and produce campaign materials across formats, including thought leadership, landing pages, email, social media, video, graphics, interactive content, and event-related materials.
- Maintain strong working relationships within the Marketing Department including business development, events, CRM, digital marketing, and design teams.
- Apply working knowledge of search engine optimization, generative engine optimization, and AI-driven discovery to improve the structure, clarity, authority, and visibility of firm content.
    - Use approved AI and generative AI tools to support content research, development, repurposing, quality control, and workflow efficiency, while complying with firm policies concerning confidentiality, accuracy, attribution, and human review
    - Monitor developments in search behavior, large language models, AI-generated answers, and digital content consumption, and recommend appropriate adjustments to campaign strategy and content formats.

Qualifications (continued):

- Experience with technology and software (e.g., Microsoft Suite, including Co-Pilot). Oktopost, Harvey, InDesign, and Tableau experience is a plus.

Duties and Responsibilities (continued):

- Support social media content development, scheduling, and publishing as needed.

- Lead creative briefs with business development colleagues and lawyers.
- Develop and execute on campaign editorial calendars.
- Define key performance indicators and work with digital marketing and business development colleagues to measure and report on campaign results.
- Use data analytics to improve campaign strategies and tactics.
- Collaborate with design team to build unified, on-brand, and visually-engaging campaigns.
- Collaborate with design team to develop related materials.
- Share key data and analysis of campaigns to business development colleagues, lawyers, and other stakeholders for client follow-up and for future campaign strategy.
- Review processes and technology platforms and collaborate with digital marketing colleagues to make recommendations and improvements.
- Research market trends for emerging issues and best practices.
- Create best practice guides for future campaign planning.

Status: Exempt
Reports To: Senior Manager, Content Marketing
Workplace Type: Hybrid

Salary range of 177,000 - $221,000 dependent on candidate experience.

We welcome applications from candidates who are authorized to work in the United States for any employer.

Please note that the firm is not able to provide or assume employment visa sponsorship for this position.

Candidates hired for staff positions with a minimum work schedule of 30 hours per week are eligible for a comprehensive benefits package, including healthcare insurance. Learn more about benefits at Covington.

https://www.cov.com/en/careers/staff/benefits

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