



Manager, Marketing Communications

Stoll Keenon Ogden PLLC has an immediate opening for a Manager, Marketing Communications to join its Marketing/Business Development team. This position is responsible for providing marketing and creative support for 140+ attorneys in Louisville, Lexington and Frankfort, KY, as well as Indianapolis and Evansville, IN.

The role entails stewardship and refinement of the Firm's brand, working with external vendors to develop key messaging and content strategy including, but not limited to, visual identity, print collateral, presentations, events, marketing communications and digital content. The individual will have a direct contribution to the development of the firm's internal and external marketing communications, contributing to and maintaining content for the firm's website, social platforms and other publications.

Reporting to the Director of Marketing & Business Development, and working in close collaboration with firm attorneys and other team members, key responsibilities include:

- Developing, implementing, measuring, and reporting on the success of comprehensive marketing strategies in the areas of advertising, social media, sponsorships, events, and practice area promotion
- Managing the Firm's overall brand and market position including consistent communication internally and externally (e.g., website, collateral, letterhead, attorney bios, logo use)
- Developing marketing strategies and programs for the firm's service offerings
- Drafting, maintaining and updating marketing collateral
- Creating, producing and revising marketing content for firm and practice group communications, internal and external e-newsletters and advisories, the firm website, social media platforms and other projects
- Developing internal and external communications, including e-marketing campaigns, social media content and website content
- Proactively seeking new content distribution channels and opportunities
- Coordinating with external creative partners (graphic design, photography, printing and writing agencies)
- Additional duties as assigned

Specific Requirements

- Bachelor's degree in Journalism, Marketing or Communications or related field, and a minimum of five years' experience in a writing or marketing position is required (law firm or professional services firm experience a plus)
- Previous involvement with or experience managing creative professionals is preferred
- Excellent interpersonal, verbal and written communication skills
- Ability to convey technical capabilities and expertise in a compelling, business-centric way
- Ability to maintain effective relationships with a diverse group of peers, attorneys, clients, staff and outside professionals
- Communicate with diplomacy, efficiently give and follow written and verbal instructions, provide information clearly and be able to effectively solicit information from others
- Ability to understand and support firm goals, services, culture and strategy in order to represent the Firm in a positive, professional manner
- Excellent computer/technology skills including proficiency in Excel, Word, PowerPoint and Adobe Acrobat; other software skills, including Adobe Creative Suite, are a plus
- Frequent travel to the firm's offices, industry and other events as needed; position may be located in Louisville or Lexington

Interested applicants are asked to reply with resume and cover letter to:
leslie.holland@skofirm.com. No phone calls, please.

Diverse Candidates Encouraged to Apply

Stoll Keenon Ogden defines diversity as "any difference that makes a difference." We believe diversity encompasses acceptance and respect of an individual's race, ethnicity, gender, gender identity, sexual orientation, socio-economic status, age, disability or religion. We further believe inclusion is about understanding each other and moving beyond simple tolerance to embracing and celebrating the rich dimensions of diversity contained within each individual.

In short, if diversity is the mix, inclusion is making the mix work. We use all available means to attract diverse talent to SKO and then retain and promote the success of that talent to create and foster a healthy, diverse and sustainable organization.