

Digital Marketing Manager

DiCello Levitt LLP

U.S. Remote or Office Location

Join a firm that's shaping front-page headlines and pursuing justice every day, whether litigating some of the most significant civil and human rights cases of our times or ensuring that companies take responsibility for their actions and remediate the harm they have caused.

DiCello Levitt, with offices nationwide, is seeking an experienced Digital Marketing Manager to oversee the firm's social media marketing strategy and other digital platforms to support firmwide marketing efforts for our diverse practices and attorneys. This role is remote for U.S.-based individuals, but we welcome employees who enjoy a hybrid schedule to work a few days a week out of one of our offices in Birmingham, Chicago, Cleveland, New York, or Washington, D.C.

Description

The Digital Marketing Manager will have a deep understanding of, and experience in, creating multimedia content and building engaged audiences on LinkedIn, Instagram, Twitter, Facebook, YouTube, and other platforms. They must demonstrate strong capability in balancing technical savvy with content strategy. The primary goal of this position is to raise our firm and attorneys' profiles in the social media space, enhance our attorneys' engagement on social media platforms, and help optimize the firm's overall online presence. The person in this role will also provide support in maintaining content on the firm's website, DiCelloLevitt.com.

The person in this role will work closely with our CMO and other members of our growing firm. This position is remote, but we also welcome employees who enjoy a hybrid schedule to work a few days a week out of one of our office locations.



Digital Marketing Manager (Continued)

Role and Responsibilities

- Manage and maintain the firm's social media channels, including LinkedIn, Instagram, Facebook, and Twitter, on a daily basis.
- Manage and maintain digital marketing components of the firm's website.
- Oversee organic and paid social media campaigns.
- Contribute to the development of our firm's social media strategy, including identifying ways to increase engagement, suggesting new channels and platforms, and ensuring that content is distributed on the appropriate platforms.
- Regularly track and report on performance metrics to identify effective strategies and opportunities for improvement.
- Design and implement communications tactics based on the analysis of communications metrics, providing the firm and attorneys with content suited for the appropriate audiences.
- Contribute to the evolution and growth of the firm's overall web presence.
- Coach individual attorneys on social media best practices.
- Help increase lawyer engagement and participation in the social space.
- Evolve the firm's approach to social media based on analytics, firm needs, and industry trends.
- Post and curate content on the firm's digital properties.
- Develop, edit, and create graphics as needed.

Desired Skills and Qualifications

- Advanced understanding of paid and organic social media strategy and tactics.
- Experience managing large social media programs across platforms such as LinkedIn, Facebook, Twitter, Instagram, TikTok, and YouTube.
- Experience presenting social media content strategies and recommendations (backed by data) to management and C-suite executives.
- Excellent verbal and written communication skills, including proficiency in English language punctuation, spelling, and grammar.
- Advanced proficiency in Microsoft Office Suite, specifically Word, Outlook, and Excel.
- Basic understanding of graphics and video production and editing.
- Knowledge of HTML and web publishing.
- Basic understanding of SEO.



Digital Marketing Manager (Continued)

Education and Experience

- Bachelor's degree in marketing, communications, or related field.
- Minimum of five years experience in a marketing or communications role involving managing social media, digital content management, and publishing and curating content on an organization's primary website.

About DiCello Levitt

At DiCello Levitt, we're dedicated to achieving *Justice in all its DIMENSIONS*, from protecting individual rights to achieving environmental justice to restoring basic human dignity through the justice system. Our firm works tirelessly for a just and equitable future for our clients through class-action, mass tort, civil rights, whistleblower, and personal injury litigation, among other practice areas.

Our lawyers are highly respected for their ability to litigate and win cases – whether by trial, settlement, or otherwise – for people who have suffered harm, businesses that have sustained significant economic losses, and public clients seeking to protect their citizens' rights and interests. Every day, we put our reputations – and our capital – on the line for our clients.

For more, visit our website: <https://www.DiCelloLevitt.com>.

DiCello Levitt LLP is committed to ensuring equal employment opportunity and non-discrimination. The firm prohibits unlawful discrimination in any term or condition of employment against any employee or applicant for employment because of the individual's race, color, creed, religion, sex, age, marital status, national origin, ancestry, citizenship, sexual orientation, gender identity or expression, genetic information, disability, membership or service in the armed forces, or any other characteristic protected by law.

To apply, please send cover letter, resume, and references to
Careers@DiCelloLevitt.com.