



## Marketing Communications and Social Media Specialist

### DiCello Levitt LLP

Cleveland, Ohio + Remote

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

DiCello Levitt, with eight offices nationwide, is seeking a marketing communications + social media specialist to develop and execute its social media and marketing communications strategy and enhance engagement with the firm's consumer-facing brand. This role is either located in the firm's Cleveland, OH office or remote for U.S.-based individuals.

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### Description

DiCello Levitt is a leading national plaintiffs' law firm representing clients in class action, business-to-business, public client, whistleblower, personal injury, civil rights, and mass tort litigation. The firm has delivered \$20B+ in awards and settlements to our clients and has been recognized for our excellence in litigation by Chambers USA, Law360, Benchmark Litigation, Lawdragon, and The National Law Journal.

The marketing communications + social media specialist will work closely with our marketing team and vendor partners to create compelling content that supports the firm's brand and elevates firm and attorney online profiles, including on our website and social media platforms.



## Marketing Communications and Social Media Specialist (Continued)

### Role and Responsibilities:

- Develop content for, and manage updates to, the firm's consumer-facing website, working with vendors and the team to plan and execute associated marketing strategies (SEO, paid campaigns, email marketing, etc.)
- Maintain and post to the firm's social media channels, including LinkedIn, Instagram, Facebook, TikTok, YouTube and other channels, on a daily basis.
- Build followings and engagement across social media platforms.
- Create and maintain a robust social media calendar.
- Interact with followers and potential clients by communicating and answering questions through our social platforms while adhering to firm guidelines.
- Track social media engagement to identify high-performing ideas and campaigns for scalability.
- Coordinate with marketing team members, vendor partners, and attorneys to execute social media content.
- Contribute to the development of the consumer brand'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.
- Ensure all social media efforts are aligned with the firm's brand identity.
- Understand trends, extrapolate data, and translate them into actionable strategies.
- Provide data and social media insights at regular digital marketing meetings.
- Additional duties as assigned.

### Desired Skills and Qualifications

- Experience with digital design and motion editing programs (Photoshop, Canva, etc.).
- Salesforce experience.
- Deep knowledge and understanding of the nuances in different social platforms and industry best practices and trends.
- Excellent verbal and written communication skills, including but not limited to building presentations and spreadsheets.
- Knowledgeable in social media analytics, KPIs, and performance-based insights.
- General understanding of SEO and paid media campaigns.
- Strong organizational and time management skills.
- Excellent verbal and written communication skills, including proficiency in English language punctuation, spelling, and grammar.



## Marketing Communications and Social Media Specialist (Continued)

### Education and Experience

- Bachelor's degree in marketing or other related field.
- Four-plus years of experience managing large social media programs across platforms such as LinkedIn, Facebook, Instagram, TikTok, YouTube.
- Experience presenting social media content strategies and recommendations (backed by data) to management and C-suite executives.
- Experience in a variety of social media management tools (Sprout Social, Hootsuite, etc.).
- Experience with social listening and monitoring tools.
- Experience engaging with clients and customers in a professional and brand-specific scope.

Please click [here](#) to submit your application.

## 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: [dicellolevitt.com](https://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.