



POSITION

Director, Digital Marketing



ROLE

Responsible for developing, implementing and managing the firm's overall digital marketing strategy.



SALARY RANGE*

Negotiable



LOCATION

Edwardsville, Illinois or Paducah, Kentucky



PROCESS

To apply, please send a cover letter and résumé to careers@flintcooper.com.

**Commensurate with qualifications.*

FIRM

Flint Cooper is a preeminent litigation firm managing a diverse portfolio of multibillion-dollar cases. Coled by founding partners Ethan Flint and Jeff Cooper, both world-renowned for their accomplishments litigating asbestos-related cases and Fifth Amendment federal takings cases, Flint Cooper boasts a national presence and the ability to file a lawsuit and try cases anywhere. With offices in Edwardsville, Illinois, Paducah, Kentucky and Dallas, Texas, Flint Cooper handles catastrophic personal injury and product liability cases, litigates cases involving terminal illnesses, and currently represents the largest contingent of plaintiffs with claims against the federal government than any single firm in the country.

CULTURE

For over 20 years, Flint Cooper has represented people, not clients, nationwide and across borders, handling cases involving serious personal injuries, wrongful deaths, exposures to toxic chemicals and defective or dangerous products. Representing shared values around client commitment and reputational excellence, Flint Cooper firmly believes in tailoring its legal services to fit the individual needs of each client, not the other way around. Flint Cooper's deep well of experience, intellectual power and untouchable track record make it the best counsel and advocates to have in any claimant's corner.

RESPONSIBILITIES

- Build, plan, implement and manage the overall digital marketing strategy.
- Manage and oversee different digital marketing channels.
- Measure ROI and KPIs.
- Oversee the social media accounts.
- Measure and manage online content.
- Build and inbound marketing plan.
- Research competition, investigate benchmarks and provide suggestions for improvement.

QUALIFICATIONS

- Bachelor's degree in marketing, digital technologies or relevant field required.
- Three-to-five (3-5) years experience developing and implementing digital marketing strategies required.
- Experience with and in-depth knowledge of different digital marketing channels and online marketing tools required.
- Hands-on experience with SEO, Google Analytics and CRM software required.
- Strong project management, organizational, time management skills required.
- Ability to work from concept creation to finished product required.
- Detail oriented and willing to review and check work carefully required.
- Fluency in verbal and/or written Spanish preferred.

COMPENSATION

Flint Cooper recognizes and rewards team impact in innovative and competitive ways. Career satisfaction is paramount at Flint Cooper, which is why learning and development are as equally important as its compensation package. Through a combination of salary, bonus opportunities, flexible schedules, and non-monetary awards and benefits, Flint Cooper supports its team as they strive to achieve personal and professional goals.