

# Director of Brand & Content Marketing

## Marketing & Business Development Department

**Summary:** Based in New York or Washington, DC, the Director of Brand & Content Marketing is a new role at the Firm and will work closely with the Chief Marketing Officer and Marketing leadership team to develop and recruit a new content marketing specialty within the firm.

The Director of Brand & Content Marketing will be responsible for maintaining and enhancing the Firm's brand and the creation and execution of content marketing strategy globally. This role will oversee all external content marketing initiatives across multiple platforms and formats to drive brand recognition and awareness, lead, and increase client engagement.

The ideal candidate is innovative, creative yet business-minded, detail-oriented, an excellent communicator and has a can-do attitude with ability to hit the ground running. Candidates must be able to work both independently and as part of a highly collaborative global Marketing leadership team and have experience in a law firm or professional services environment.

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### Qualifications:

- Bachelor's degree in Marketing, English, Journalism, Public Relations, or related communications field.
- Minimum of 10 years of brand and content marketing experience in the professional services industry, preferably in a law firm.
- Self-motivated and takes initiative with an innovative mindset to drive new ideas and think outside of the box.

### Duties and Responsibilities:

- Assesses the Firm's brand and content strategy and make recommendations for improvement consistent with the Firm's strategy and culture.
- Collaborate closely with senior lawyers to understand market challenges, business opportunities, competitive elements, and align our content marketing strategy to address them.
- Work with the Marketing leadership team to develop, recruit, and manage content marketing team.
- Create innovative and highly engaging campaigns with a digital-first focus.
- Drive content strategy that supports and extends short and long term marketing and business initiatives.
- Integrate content marketing activities within traditional business development and marketing campaigns.
- Consistently execute our brand to ensure content is consistently on-brand (in terms of style, quality and tone of voice) and optimized for collateral materials.
- Develop and manage content calendar for key practice areas and initiatives
- Supervise writers, editors, designers, and content strategists.
- Access the competitive landscape while continuing to create and drive visionary digital campaigns.
- Develop standards, systems, and best practices for content creation, distribution, maintenance, content retrieval, and content repurposing.
- Establishing work flow for requesting, creating, editing, versioning, publishing, and retiring content.
- Other tasks as assigned.

**Status:** Exempt

**Reports To:** Chief Marketing Officer

## Qualifications (continued):

- Experience at both long-form content creation/editing (in forms of reports, white papers, articles, etc.) and real-time content creation and distribution strategies and tactics.
- Experienced storyteller who understands how to use words, images, video, or audio to create content that draws an engagement with a highly educated audience.
- Understanding of content management systems, web analytics tools, social media applications, SEO and SEM, and other monitoring tools; ability to formulate and present actionable insights from analysis of data.
- Excellent communication skills, both verbal and written. Strong analytical skills.
- Detail-oriented in all tasks, including excellent proof-reading and research skills.
- Strong time-management skills and ability to meet deadlines.
- Ability to work independently and with a highly collaborative team.
- Strong client service ethic.
- Well-developed and professional interpersonal skills, including ability to work effectively with people at all levels of the Firm.
- Ability to multitask and prioritize responsibilities.
- Excellent judgment and decision-making skills.
- Highly proficient in business software applications (Adobe Creative Suite, Microsoft Office, etc.).

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