Position: Marketing Coordinator
Department: Administration
Reports to: Chief Marketing Officer
Status: Full-Time, Non-Exempt
Hours: Monday – Friday, 8:30 a.m. – 5:00 p.m.
Location: Conshohocken preferred, Hybrid, in-office 3 days per week

GENERAL SUMMARY

The Marketing Coordinator supports RCCB's marketing and business development efforts by assisting with the execution of strategic initiatives, maintaining marketing data and materials, and providing administrative and project coordination support. This role works closely with the marketing and business development team and attorneys to support proposals, client communications, events, awards, social media, and rankings submissions, and other initiatives that enhance the firm's visibility, reputation, and growth. The ideal candidate is highly organized, detail-oriented, and capable of managing multiple priorities in a fast-paced, deadline-driven professional services environment.

ESSENTIAL JOB DUTIES

- Provide administrative and project coordination support for day-to-day marketing initiatives, ensuring timely execution and follow-through across tasks and deadlines.
- Collaborate with the Chief Marketing Officer and the Director of Marketing regarding event coordination and support for internal and external firm-sponsored client events, including venue selection, planning, onsite and logistical assistance and supporting event list management (e.g., invite lists, RSVP tracking, attendee tracking).
- Support for sponsorships and associations, including association research/due diligence, processing invoices, preparing internal forms, assisting with ticket management, tracking ROI as needed, and gathering/sending materials.
- Maintain matter and experience databases through periodic cleanup and proactive updating; perform ongoing quality checks and partner with attorneys and administrators to resolve gaps or discrepancies.
- Track and report M&A and other deal activity as assigned; maintain practice-group deal lists and assist with broadening tracking across additional groups.
- Assist with contact management in SigParser including new client updates and ongoing maintenance.
- Coordinate directory and profile updates (e.g., ranking publications, articles, events, awards, and date changes) and support timely publishing of approved updates.

- Support awards and rankings submissions by organizing required content and data and maintaining submission calendars and trackers.
- Maintain and inventory marketing giveaways/swag; coordinate ordering and replenishment with vendors as approved.
- Provide backup on pitches/proposals, including PowerPoint updates and assembling materials.
- Support referral efforts by coordinating engagement activities and tracking follow-up items, as assigned.
- Support public relations activities, including posting press releases and tracking firm media mentions.

PREFERRED SKILLS & EXPERIENCE

- Bachelor's degree (or equivalent work experience)
- 2+ years of experience in a coordinator or administrative role; experience in a law firm or professional services environment strongly preferred
- Demonstrated ability to coordinate calendars, events, and multi-step workflows with strong attention to detail
- Proficiency in Microsoft Office (Outlook, Word, Excel, PowerPoint); comfortable learning and using databases/CRMs and related tools (e.g., contact management platforms)
- Excellent written and verbal communication skills, with a professional, client-service mindset
- Strong organizational and project management skills, with the ability to manage multiple priorities and deadlines simultaneously
- High level of attention to detail, with a focus on data accuracy and process follow-through
- Ability to handle confidential information with discretion and sound judgment
- Collaborative, proactive, and able to work effectively with attorneys, candidates, vendors, and staff at all levels
- Comfortable working independently, exercising good judgment, and escalating issues appropriately
- Flexibility to work overtime as needed, including evenings, weekends, and holidays

RCCB is an equal opportunity employer committed to fostering workplace diversity. The firm encourages applications from a diverse pool of candidates, and does not discriminate based on race, color, religion, sex (including pregnancy, sexual orientation, or gender identity), national origin, age, disability, genetic information, veteran status, or any other federal or state protected classification.